

15 Membership Multipliers: Proven Tools to Get You More Members

Congratulations. You made a great decision. Thanks for picking up this online training, 15 Membership Multipliers: Proven Tools That Will Help You Get More Members. Now, listen, I wanted to come on video just for a brief moment here to welcome you, to congratulate you for making this decision, and to just say thanks. My name is Scott Whitaker, and I am going to be the one guiding you through this training, and in just a moment I'm going to switch over the camera here so that you see my screen, but before I do that, I just wanted to go ahead and say go ahead and print out the PDF action sheet that comes along with this training. I want you to have that in front of you so that when we go through my notes here on the screen you'll be able to follow along on your action sheet. I want you to be able to take notes, I want you to be able to think through your membership business, and I want you to be able to implement, because I'm all about fast action.

I want to help you get more members because I know when I help you get more members, I help you get more money, and I ultimately help you help more people. That's what it's all about. When you get more members in your membership business, in your program, I'm assuming that you've got a good program, that you're wanting to help people. You're wanting to help them in their relationships, in their finances, whatever it may be, so as I go through this, as I help you get more members, I'm helping you help more people, so you owe it to your members. Let's work through this study together. Let's work through this training. Let's implement these tools and let's do everything possible to help more people through your membership program. Having said that, I'm going to transfer over here so that you're going to see my screen in just a moment, and we'll dive into this training.

Okay, I think you should be able to see my screen here. You should be able to see the logo for this. 15 Membership Multipliers: Proven Tools That Will Get You More Members, so that's the name of our training here, so I'm going to give you these 15 proven membership multipliers. Easy for me to say. 15 membership multipliers that will ultimately add more members to your membership program, and as a result it should also increase your retention, so we're going to talk about that as one of our multipliers, but before we get started I wanted to just take a moment because I realize some of you, you've been in coaching with me, so you

know me fairly well; others, this may be your first training with me, so I just want to take a moment and introduce myself to you.

As I already mentioned, my name is Scott Whitaker, and you see some different pictures here on your screen. These are actually like Photoshop images, so I confess that's not really me in the UFC ring, but those are some images that just kind of represent me. I'm a big UFC fan, so that's why there's the first picture there. Back in the day I used to be a model. If only I looked like that now. Of course, I look better now. No, no. I'm kidding, but I used to be a model, and then I used to do magic. I am also a pastor and I have served in the local church for a number of years, and that's actually how I got started in the membership business.

You see me here with my family. This is really who I am. I'm a family man. That's my wife in the dark hair, Kelly. We've been married for quite a while now, and our oldest daughter, McKenzie, and then my youngest there. People just ask, "How in the world did you and your wife have these two blonde hair girls?" Really, to be honest, I don't know, but this is my beautiful family here.

I've been in the membership business for over 20 years. As I've mentioned, I got started when I joined a coaching network for pastors, and it was a friend of mine, he had this coaching network, and so I joined it. Then he asked me to come on board with it, so I ended up helping him out, and during that time grew that coaching network to be the largest membership business in its niche. We grew it from over 72 pastors to over 3,000 pastors, and we had a great time doing it. I ended up leaving that to go and help other membership businesses like yourself, so now I coach membership businesses on how to get new members, increase retention, keep people from quitting, and as you see there, I'm the founder of Why People Quit and Membership Multipliers, are a part of my businesses there.

What I'm going to share with you today are proven tools. Proven tools. This isn't just some theory. These aren't just some good ideas. These are actual proven tools that some of the best and largest membership businesses out there are using, and here's what I know. When you got into business, it's not like you went to college or it's not like there's a degree on how to run a membership business or on how to get more members in your membership program. It's not something that you just go out and that colleges are actually just teaching, so what I have done is I've combined these tools from all different organizations, all different niches, all different programs that are out there and combined them in one place so that you can be trained on it. So you're going to take my years of experience, you're going to take the years of experience of some of the best and largest

membership organizations, and you're going to get that with this training. These are proven membership multipliers that will multiply your membership, but also multiply your income, and I'll show you. This is what some others have experienced here.

This is a guy, Bill Heid, a good friend of mine. He says in just 24 hours his membership conversions went from 14% to 71% with one simple tweak that he discovered from me, and again, like I said, I'm going to share these tweaks. I'm going to share that multiplier with you, how he converted from 14% to 71% in his membership. Another client of mine, Kim Walsh Phillips, founder of Powerful Professionals. I went to work on her membership business, and just immediately within 30 minutes of going through the program they were able to multiply their membership revenue path more than 300% using these multipliers.

Then this is another guy. This is a little text message here that he, Mike Agugliaro, sent me. If you know Mike or if you've heard of Mike, he's the founder of CEO Warrior. Great guy, but he has some pretty coarse language, so I had to kind of clean this up a little bit here just to be able to present this to you, but here's what he did. I sent him a text message saying, "Curious, Mike, find the ... " hear about the final tally of his membership signup. He said, "Looks like close to 70%. They're getting the final contracts." He talks about his team kind of screwed up, in my terms. Some of the things not getting done there, but he says this.

"Looks like one million plus." In just 17 days of our meeting together and Mike taking these membership multipliers, he did \$1 million in revenue. He probably would have done more, given his team kind of screwed up some stuff there, but I mean, even with the screw up that his team did, he got \$1 million in revenue, so again, I'm not just giving you some sort of theory. I'm giving you proven tools, proven tactics that you're going to be able to put in your toolbox and put to work for you so that you can consistently over and over and over again multiply your membership business. Having said that, let's get started.

Here's the first one. Multiply your membership through pricing. Multiply your membership through pricing. Now, you see there on your screen there's two ways that you can do this. One is that you can increase your pricing, or you can lower your pricing, so let's break this down for a moment. One way to increase and multiply your membership through pricing is just simply by increasing pricing. You want to multiply your revenue? Raise your prices. Now, again, I'm very cautious in saying this to you because I don't everybody to just go out and raise their pricing just because, well, that's one of the ways. There has to be a strategy behind it,

but I would challenge you in this way. When is the last time you considered increasing your pricing for your membership program? When's the last time? I mean, some of you, you're on a pricing model that is 10 years old, five years old. For some of you it's even three years old and that's too old, and so you have an opportunity.

I mean, meanwhile inflation has gone up, everything else around us, the price of gas, everything, the minimum wage has gone up, but you're still pricing your membership on an old pricing level, so you could just increase your pricing and multiply your revenue as a result of it. Now, let me just say I am not a fan of just sending out an email or notifying your current members that you're going to increase the price on them. No. I would rather you grandfathered them in, meaning that you're going to maintain the price at which they joined, but then all new members who come in to your program are going to get the increased price. They're going to have to make the increased investment, so a word of caution here. Don't raise the price on your current members. Increase the price on any new members coming in to your membership organization. That very simply will increase your revenue and multiply your membership.

Then you can also lower your pricing. You can create an opportunity by which you can get more members by lowering your pricing. Now, I like this strategy given different circumstances. It depends on the circumstances. I always want my membership organizations that I coach, I always want them to be the highest price organization, but there is a time, there is a time to have a lower price for your membership program. This is another multiplier we'll talk about a little bit later, but maybe it's not the membership that you currently have, but maybe you create another membership. I'm getting ahead of myself on that one, but the point being here is that you have an opportunity to lower your price by which you're then going to be able to make it more cost effective for more people to join your membership.

So you have to weight those checks and balances out, the big point being here is, when was the last time you adjusted your pricing? It could be now. Maybe now is the time for you to adjust your pricing and to say, "We need to create more revenue, and so all new members who sign up are going to sign up at a higher rate, or we're going to create a lower membership level and decrease or lower our pricing, or maybe take away some of the advantages our members receive and then have a lower price membership creating opportunities for people to sign and participate in our membership." That's the very first membership multiplier, is to multiply your membership through pricing.

Let's look at the next one here. You see it on your screen. Multiply your membership through more levels. Multiply your membership through more levels. Now, I like for membership businesses to have multiple levels of membership. You can tell that just by the first multiplier that I mentioned there, that when you lower your price it's an opportunity for you to create a lower level of membership, so I like for there to be multiple levels. Now, what I've seen in some membership businesses is like, they have 10 levels of membership. Well, I don't like that many levels. That's too many. Then some membership businesses, they'll have like two levels of membership. Well, that's still too few and I'll explain why that's too few here in just a moment.

You might be saying, "Well, Scott, how many levels of membership do you like to have? How many levels of membership should I have?" Well, I'd like for you to have three levels of membership, and really I want you to consider it like a good, better, best option, so I'd like for you to have three levels of membership, one where you provide a good level membership. You're proving value there and you're giving them an opportunity to participate in your membership program, so that's a good level, but then I like for there to be an upgrade possibility where you can have a better level of membership. Then all of a sudden where you're adding more services, you're providing more opportunities for those members, and they've got an opportunity to upgrade their membership. Then I like for there to be that best level of membership, the best level. This is where you're giving the greatest access, the greatest amount of service, the greatest amount of content.

Why do I suggest these membership levels and why are some of the best membership organizations using this model? Well, one is it's a pricing strategy, so you have a lower level of membership, a good level, and that's a lower dollar amount of investment. Then you've got a mid-grade level, and then you have the best option. Listen, there is always going to be a segment of the population who's going to say, "I just want the best," where pricing is not an issue for them, so they're automatically going to go for the best option that you provide. I mean, they want the best schools for kids. They eat at the best restaurants. They live in the best neighborhoods. They went to the best college. They are all about having and experiencing the best, so why leave that on the table? Why not provide them with that best membership possibility?

Then there is going to be that segment of the population that just wants a better, where they want to be able to have a really good experience. They don't want it to be on the bottom end. They're not quite

ready to make the high-end investment, so they just want a better membership experience, so you have the opportunity to charge them for that better membership. Then there are going to be people who say, "Before I join this membership, before I go in full-bore on this, before I dive into the deep end on this membership, I just want to start out at the good level. Let me get my feet wet. Let me test this out, and then I will take advantage of this membership by having just the good level and then I can decide if I want to continue along." So it's a pricing strategy by having a good, better, best option.

But it's also an opportunity for you to build on the services and the content. There are some services, some content that your lower-level members just do not need to have access to. It's over their head. It's too advanced. It's too intricate for them, and so they need to have a good membership experience implementing what they can implement at that good level. Then as they grow, as you provide the services, as you provide the content, and as they continue to make progression through it and as they continue to have success in it, then you can get them to take the next level of membership. Maybe consider it like the intermediate level. That would be a better level. Intermediate level of experience to now where they're not a beginner necessarily at the bottom level. They're not an expert at the top level. They're just right in the middle of where they need to be.

Then there's the expert. There's the top level, the best level, so not only is it a pricing strategy for you to have multiple levels, but it is also a content service strategy by which you can say, "Now we're going to be strategic with what we provide our members given the three levels," so you can multiply your membership by having these three levels in multiple ways. One, you can multiply your membership by having the pricing strategy, but also the experience of having the beginner, intermediate, expert level of membership.

Next, you can multiply your membership through retention. Through retention. Listen, one of the quickest ways for you to multiply your membership revenue is by increasing your retention. When you increase your retention, you're actually doing that over your entire membership base. That is actually easier to do than to just go out and get new members. Increasing retention is easier to do than just going out and getting new members. When you increase your retention, it increases their life expectancy in your membership. That happens for all of your members. That's a multiplicative force that is in your membership business. If you're just setting out to go out and get new members, that is an addition force.

It's not multiplication. It's one by one by one, and when you increase your retention, you're multiplying that over your entire membership base.

You can get new members, and I want you to do that, but if you don't increase your life expectancy of those members, then you're going to lose them, and so I would rather you keep members longer and have that be a focus in addition to adding members to your membership, but I want you to see the multiplying force behind your membership organization. Just by tweaking your retention rate by 1%, 2%, that is multiplying it across your membership based as opposed to just increasing the number of new members by 1% or 2%. You're going to have greater revenue by focusing in on that retention number.

You can multiply your membership through greater connections. Through greater connections. What do I mean by this? Well, I want you to think about all of the ways that you connect your members, all of the ways that you connect your members. Some of them are connected to you by a way of tools. You're giving them services. You're giving them tools that they implement in their business. Maybe it's a software. Maybe it's some sort of checklist. Maybe it's some sort of ongoing training, ongoing coaching that you're providing in the way of tools, so those greater connections to those tools provide a greater membership for them and will multiply. You're connecting them to other people, so when you connect them to your membership, you're also connecting them to other people in your membership program. I don't want to spend a whole lot of time on this because I'm going to drill down on it in another multiplier, but I want you to see that the connection you're providing to your members is not just to the tools, but it's also to people.

Then there is the connection of the learning, the learning that your members are experiencing in your membership business, that you're having an opportunity to continue to provide ongoing training for your members, so that's an ongoing connection that they have with you in the membership business. Then finally, and maybe this is actually one of the greatest connections that you can provide in your membership business, and that is a sense of purpose. Maybe for some it's a sense of purpose, but others maybe it's a sense of fulfillment, might be the word. Your membership business, when you add value to people, you're not just adding value to their pocketbook. You're not just adding value to their relationships. You're giving them a greater sense of fulfillment and purpose. This exists in every membership organization regardless of its niche.

I mean, think about the gym membership down the road. I mean, when people are going in there to get healthy, you're not just enabling them

to have a healthy lifestyle. You're enabling them to be a clear thinker. Like, you're changing their mentality. You're helping them to see that them being healthy is going to impact and have a greater impact on their relationships, so your membership business, you might ask yourself, "What greater connection are we providing through tools, through people, through learning, and ultimately our members' sense of purpose or fulfillment?" When you do this, you're going to multiply your membership because people are going to be excited to be a part of this membership. People are going to want to be a part of this membership. They're not going to want to quit. You're providing a greater sense of value and purpose for their wellbeing, and that right there, I mean, that is in essence a great membership organization.

You're also able to multiply your membership through greater relationships. Through greater relationships. Think about this. You have an opportunity to not just get people connected, but you have an opportunity to build a relationship with people. We live in such a connected world, but yet so disconnected. I mean, we have things like Facebook and LinkedIn, all this social media stuff that connects us, but then at the same time we are so disconnected that we're relying on media to connect us instead of the relationship to connect us, so how does this work inside a membership business? Well, one is you can create a sense of affinity within your organization, within your membership. I shared with you the testimony at the very beginning of our training about Mike Agugliaro. His membership organization is CEO Warrior. He has a mantra. "You can be average or you can be a warrior." Talk about the affinity mindset that he has there that he's instilling within his members. He's helping them see that they can abandon average and be warrior members inside their organization.

I did this in that other membership organization I was a part of where we had a renegade pastors' network. Yeah. I mean, renegade pastors. Now, I know you wouldn't think maybe necessarily that pastors are renegades, but they are. We wanted them to abandon average in their life and in their ministry, in their church, and so we created this affinity mindset that they were a part of something bigger than themselves, that they were a part of this organization where they can be a renegade. They can go against the average, so I want you to have that for your membership where they feel like they're a part of something bigger than themselves within your membership organization, so that's one way to build a relationship.

Another way to build a relationship is to build a relationship with you. I mean, in a lot of membership organizations people are drawn to membership because of who is at the top, so who's running the

membership organization. They see success and they want to be a part of that success. They see that there is a certain lifestyle that you at the top are living in, so they want to be a part of that, so they have this relationship with you and you have an opportunity to leverage that relationship to be able to multiply your membership. Another relationship is the relationship with other members. Don't discount the opportunity that you have to build a relationship amongst your membership so that they can stay connected, that they can stay involved in your membership program.

Some people think about it like this, and some of you might be going through this training and you are at a country club. A country club offers that relationship. It offers that affinity relationship. They offer that relationship with staff, specifically you might think through like a trainer, but then they also have that relationship with other members. That's why country clubs are a great membership organization, because they hit all three, the affinity, the relationship with the staff or the people at the top, and the relationship with other members. They're not going to give up that membership because of that. What is it for you? How can you develop this affinity relationship in your organization? How can you build the relationship with you? How can you build the relationship with other members so that they will feel connected? In doing that, you'll multiply your membership again.

Then the next multiplier is multiply your membership through better service or content. I'm hesitant in giving this one to you, so let me just say, time and time and time again what happens with a lot of membership organizations, they are led by entrepreneurs, and so entrepreneurs are thinking, "If I just make my membership better more people will join." Ultimately what ends up happening is you don't make your membership better just by adding service or content. Notice I didn't say, "By adding service or content." I said, "By better service or content." Better is the key word here.

Let me give you another word that is key, and that is clarity. What do your members, when your members join your membership organization, what are they getting? Is it clear? Now, for a lot of us, when we talk about our membership organization, we could immediately espouse all of the benefits and all of the features that our members will get, but if I was to go your members and I was to say, "What is it that you receive with your membership?" they're not going to be able to name everything. They don't know their membership. Now, I know we find that awkward. We find that odd that, like, our members can't tell us all of the features and benefits that they get with their membership, but that's just the way it is.

I mean, if I was to ask you about your car — "What are all the features and benefits of your car?" — you're not going to be able to name all of them. You drive your car every day. You're not going to be able to name all of them. But if I was to ask the maker of that car, "What are all the features and benefits of your car, of that make and model?" they would be able to say all of them. I mean, they would be able to tell me about the size of the engine and why that engine is the best size, and the performance of it. They'd be able to tell me all of that information, but you wouldn't be able to espouse it. You wouldn't be able to tell me all the ins and outs of the benefits and features of your vehicle.

It's the same way with the membership. Your members can't tell you that. You adding content isn't going to just make a better membership. It has to be better. One of the ways that you make a better membership through better service or content is by making sure there is clarity. Listen, a confused mind always says no. You might want to write that down. A confused mind always says no, so clarity is key. I want you to focus in on clear content, clear service, and when you focus in on clarity for your members you'll end up providing a better membership, a better service or content for your membership. Clear content and/or services always creates a clear membership. It's always a clear membership, and then when you have that clarity, people stop saying no and they start saying yes, so clarity is key.

You might go through, and I do this all the time with some of my private clients, I mean, I look at what they're offering their members and I start telling them they just need to start taking away services and content. You know, some service and some content is only meant for a particular season, so why not take it away after that season is gone? Why leave it up there? I've seen membership websites where some of the content is dating back three, four years, and membership organizations are bragging about how much content is inside their membership site. Why would you do that? I mean, number one, people aren't going back three to four years just to get all of that content, so why have it there? It's only confusing people, so provide clarity for your membership.

Next, let's multiply your membership through joint ventures. Joint ventures. If you really want to multiply your membership ... I know you're marketing and hopefully you're effectively marketing your membership business, and if not, we can go to work on that. It's something that I train my coaching members to do, but one of the ways that you can market your membership is by going out and creating a joint venture with somebody who may not even be in your niche, or just provides services and content to

people who are like your members, and so you have an opportunity to do a joint venture there, so here's the question I want you to ask yourself. Who do you know that can promote your membership? Who do you know that can promote your membership? There's a close second to that, is, who else can promote your membership? You don't even have to know them. Listen, people are looking for opportunities to promote things to their audience, to promote good value to their audience.

I know that the better value that I can provide for my members, that it's a joint venture. It has no direct impact on me. It impacts that organization or impacts that business, but it does impact my members by the fact that I am now providing access to other services or other content, so a joint venture is just that. It's joint. It's mutually beneficial. Who do you know that can promote your membership? Then who do you know or would like to know that could promote your membership? Who would you like to know that could promote your membership? Go out there and build that relationship with them. Help them to see how this could be a mutually beneficial relationship there.

Next is multiply your membership through referrals. Create a referral system in your membership organization. Well, immediately, "Scott," you might say, "well, how do I do that?" I ask my members who do they know that could be a members. Well, that's a good question. Most membership businesses aren't even doing that, but you might even think about it. What way, what tools can you give to your members to get members to refer other members? You need to equip them. You got to give them tools. You got to give them training. If I give you some sort of incentive, that's great, but if I don't know how to use that incentive, if I don't know how to make that ask, then I'm not going to use it, so you literally have to tell your members, "Hey, who do you know that could benefit from the membership?"

Then give them the training on how to do it. "Forward this email to them." Or, "If you send them this, we'll follow up with them." Or, "Invite them to be a part of this." Or, "Attend the next event." You can't just ask them, "Who do you know that would benefit?" You then have to go one step beyond them and you have to give them the training, so there's a little simple formula for this. There's tools plus training, plus timeliness. Now, you're not going to see this on the screen here, but tools plus training, plus timeliness. If you want to create referrals, you got to have the tool, you got to give the training, and then the timeliness. Create an opportunity where there's a deadline for that to happen. You may even find in your membership organization that there are just certain times of the year, there

are certain events, there are certain topics, there are certain services in your organization that provide a better time for your members to then refer other members, so tools, plus training, plus timeliness will give you greater referrals.

The next multiplier is to multiply your membership through marketing to keep more members. To keep more members. Here's what happens. We do all of this marketing to get more members in our membership. We do all sorts of things. I mean, we put out promotions and we create deadlines, and we provide bonuses and we provide services, and we'll do free trainings or webinars or open houses or events or whatever it may be. We do that to get a member, but then once somebody signs up for membership we don't market our membership as a way to keep them. Remember what I said. I said that our members, they forget that they signed what they get for our membership. They forget what they are receiving with our membership. Well, it's up to us to remind them what they're getting, so we have to do that through marketing. How do you do that with your membership? I'm not telling you to go out and create a marketing campaign saying, "Hey, join our membership" and send it out to our members.

No. They're already signed up. I want you to remove your current members from any marketing campaigns that is intentional to get new members. What I am suggesting is that you have marketing pieces that are constantly reminding your members of the benefits that they're getting, so if your members get a free registration to an event, if your members are getting a free registration to an event, let them know that, "Hey, this is for you. It's free because you're a member of our organization." If they're getting some sort of tool or training or they're getting some sort of membership site, "This is free for you as a member." So constantly remind your members of the benefits that they're getting from your membership.

How can we break this down further? I'm going to give you what I call are the five C's of marketing to your members. First is crowd. Let me go and give you all five of them and we'll break it down. Crowd, continuity, community, committed, and core. Those are the five Cs. I'll give you a moment to write it down, and let me catch my breath here, so the five Cs, crowd, continuity, community, committed, and core.

Let's talk about the first C, the crowd. These are people that technically they're outside of your membership, so I'm not going to spend a whole lot of time on this. These are the people that they're not in your membership yet, so these are your prospects, so you're doing marketing to get them into what is the next C, your continuity. Now you've created this membership, and I had to be creative here. That's why they're all Cs.

They've got a continuity membership with you, so you need to remind them that they've got a membership, that you're providing them this value.

Then some of your members, as they go along through your membership, they become more and more active, and they get more and more involved, and so they fall into this next one where they're in your community. You probably know who these members are. They're no longer just joining your membership. They say things like, "I'm a member of." They start participating and being involved, and you start seeing them around your membership more and more, and so now they upgrade into this community. I shouldn't have used the word "upgrade," but they go to this next level in your membership where they're in your community. Then, even out of that community, you know there are people who they're consistent. They're committed to this membership. They're not thinking about quitting at all. They are enjoying this. They're getting the benefits out of the membership, and they're committed to the membership.

Then the ultimate level where you want to begin moving members is to your core. This is the member, they're present at everything you do. They're involved in everything you do. They go to everything you do. They're always there. They're sending you emails. They're contacting you. They're involved in the social media. They're doing everything as a core member. When you go to market your membership, I want you to think about how you can market your membership, the features and benefits, reminding people of those benefits so that you can move them to other levels in your membership. Continuity, community, committed, core.

You might look at your continuity and say, "How can we get the people in our membership at the continuity level? How can we market our membership? How can we remind them of the benefits so that they get involved in the community of our membership? Then those who are in the community of our membership, how can we market to them so that we can remind them of the benefits that they're receiving so that we can build their commitment to our membership? Then those people in the committed level of our membership, how can we get them to take the next step so that they go into the core of our membership, so that they increase their involvement and they increase their commitment to where we call them a core member?"

That's how you multiply your membership by marketing to keep more members. You're marketing them the features and benefits. You're reminding them of what they're getting with their membership, always leading them to more involvement and to the next step, so why? Because your membership will benefit them. I mean, listen, these things that you

provide your members, all of these features and benefits that you're providing your members, they're not doing any good for your members if you don't get them to utilize it. I mean, here you are. You have something of value. You have a message. You have something of value, a tool or a service, that will benefit your members, but you're not marketing it to them. You're not reminding them of that value. I mean, that's like somebody drowning or somebody about to get hit by a bus and you have the opportunity to throw them a life ring or to push them out of the way.

Why not do that? Why not market your membership so that you could ultimately help them even more? I got a little bit on a soapbox on that one, but I want you to see you can continue to utilize marketing inside your membership organization to constantly remind your members of the value that you're providing them, to move them from just being in the membership at the continuity, to join in to the community of your membership, and get more committed, to ultimately being in your core, and that happens through marketing.

A close multiplier to that is multiply your membership through a membership pathway. A membership pathway. As you think about that continuity and those five Cs to move somebody from continuity to community, to committed, to core, what you're ultimately doing is you're creating a membership pathway by which they can continue to go through and navigate your membership. Listen, the definition of stagnant, the definition of stagnant is there's no movement, and if you're struggling with a stagnant membership that means there's just no movement going on inside your membership, so you have to create that movement, creating that movement through a membership pathway. One way you do that is you identify those four Cs, those five Cs, but then also you can do that by asking yourself this question. What do you want your members to achieve? So when I join your membership program, what do you want me to achieve? I hope you have that question answered. What do you want me to achieve? Then the question after that is, what do you want your members to achieve after that?

When you start to build your membership pathway, that's exactly what you're doing. You're telling your members, "Here's what we want you to achieve, and when you achieve that, when you do that, here's what we want you to do next after that, and then here's what we want you to do after that." So really your membership pathway becomes just stepping stones by which people are moving through your membership, and when you have that movement through your membership, your membership is no longer stagnant, and guess what? When your membership is no longer stagnant,

your membership begins to multiply, so I want you to take this movement through and move your members on this membership pathway, creating the stepping stones of what we want our members to achieve, and then after that stepping stone, here's what we want to achieve after that, and here's what we want them to achieve after that.

When you do this, you're going to get rid of the stagnation in your membership. You're going to begin to see that your members are moving, that they're excited, that there's good things happening, that they're going to share their success. They're going to share their testimony. They're going to share their stories with you because of the movement that you've created for them. I mentioned earlier that a confused mind always says no. Well, you know, an unchallenged mind doesn't do anything, and so what you're doing is you're creating challenges, opportunities for growth for your members, and therefore getting them to move along that pathway, and that's called a membership pathway.

The next multiplier is you multiply your membership through engagement tripwires. Engagement tripwires. Now, this might sound a little bit familiar to the membership pathway, but I want you to think about it this way. The last question was, what do you want your members to achieve? This one is, what actions do you want members to take? You see, I want you to have engagement tripwires inside your membership that says, "When somebody does this, they've engaged our membership." I know that one of the ways, just to give you my business, when somebody changes their password for their membership site, that's an engagement tripwire. I know they're engaging the training. They're engaging the membership which, by the way, if you haven't changed your password, after this training go in and change your password. That sends me a tripwire notification that says, "Hey, they're engaging it." Now, I'm not going to give you all the tripwires that I have for my business, but I want you to have these for yours.

What actions do you want members to take? Then what actions do you want members to take after that? So after somebody changes their password in my membership, I have actions that I want them to take after that. What it is for your business that are specific actions that become a tripwire notification for you to then know that they're engaging their membership? Here's what you do with that. You encourage those who are engaging the membership. That which gets rewarded gets repeated. That's one of my one-liners on this. That which gets rewarded gets repeated, so when somebody engages the membership, you reward it to then have them continue to engage the membership. At the same time, if you are able to

look at these engagement tripwires and you see that you have members who are unengaged, they're not doing something, they've not tripped that tripwire, then you know they're unengaged. You have an opportunity to then go and address that, and get them to engage the membership.

Listen, you need to move from just hoping that people will engage your membership to setting up these tripwires by saying, "Okay, what actions do I want them to take and then what action do I want them to take after that? Then how am I going to follow up with those who don't take these actions? Because if I can get them to take these actions, I know they'll be more engaged in the membership." So you multiply your membership through these engagement tripwires, these actions that you want them to take. You might think of it, going back to the stepping stones that we talked about in the membership pathway, after you have those stepping stones set up, then you just go in and put a tripwire there that notifies you that they completed that stepping stone, that they went on to the next action. They went on to achieve the next stepping stone, and so now you're getting notifications. You're taking the guesswork out of where your members are in your membership.

The next multiplier is multiplying your membership through the pain of disconnect. Now, this might sound a little bit odd and I guess it could be, out of context, but if somebody cancels your membership, I want you to have some sort of pain of disconnect whereby they're going to lose access to the tools, the content, the training, all of these services that you're providing them, and that it is a pain. The pain of disconnect is simply any pain that your members will experience when they cancel their membership, so let me give you some of these pains of disconnect. One is utility. Utility. Another one is tools, technology, licensed content, services or bundles that they might get, a reach to their customers. Now, I listed all of these out.

Now, really, I like for membership businesses to have a combination of all of these where they're going to lose out on some sort of utility or some sort of tool that you've provided them, that there's a technology piece that they're going to not have. Licensed content is really good. Like, all of a sudden, if I cancel my membership, I'm not going to be able to use that content over there. Services, all of these services that are bundled together, I'm not going to be able to utilize them anymore since I canceled my membership. Then ultimately, if you can take away, if this is a B2B type membership where you're taking away access, you're literally in some respects taking away money from them, that they're going to experience

some sort of loss of money. That's what the loss of customers reach to their customers. That is a pain of disconnect.

That says to them, "You know what? The investment I'm making in this membership is far too small compared to the great pain that I'm going to experience if I cancel my membership," and so they begin to see that the membership that you're providing them, the life or business that they would have without your membership is far too inconvenienced by not having your membership. I'll say that again because I know I kind of tripped over it. The inconvenience that they would experience by not having your membership is far too great so that then they say, "I'm going to maintain this investment just to avoid the inconvenience of not having the membership." That's the pain of disconnect.

I want you to also multiply your membership through a descension strategy. A descension strategy. You might think about this in the sense of those multiple levels of membership. We constantly think about members upgrading their membership to the next level, but what could you do to create a descension strategy, an opportunity whereby your members could actually downgrade their membership? Right now for a lot of membership business, if I wanted to cancel my membership, I can just cancel my membership. There's nothing for me to do. There's nothing for me to go into. There is no descension. There is no bottom level. There is no downgrading my membership. I just cancel. It's all or nothing type membership. I want you to have a downgrade, so how can you downgrade your members and still keep them? Instead of just letting them cancel their membership and go out the back door, why not create a next level of membership that is a downgrade level of membership by which you're able to keep them involved?

Here's why this is important. If you really believe in your membership, if you really believe that your membership helps people, if you really believe that your membership provides value to them, don't how dare you just let them cancel the membership? You ought to create some opportunity by which you're making your membership available to them so that they could stay connected, stay involved, and still be helped. Listen, people cancel their membership when they're in trouble, in transition, or under tension. They're in trouble, in transition, or under tension. That's why people cancel their membership. By the way, you might say, "Well, Scott, people cancel my membership because of finances." Well, guess what? They're probably going to through some sort of financial difficulty. If it's some sort of financial trouble, why not try to help them?

If your members are in trouble, under tension, or in transition, why not have a level of membership by which they can downgrade, still stay connected to the membership, still get the value, still get the help by which you can help them through this trouble, transition, or tension? Oh, goodness. You can tell I'm passionate about this. It's because I see too many membership businesses just losing members when they have an opportunity to help those members. I see too many membership businesses losing members when they have an opportunity to still be profitable even in the midst of somebody requesting to cancel their membership, so I want you to look at how can you create a descension strategy? Just a level of membership where you downgrade them.

Here's an advanced strategy on this. You don't even have to publicize it. You might just have it in your back pocket and just be able to say, "Well, what if we downgraded your membership to this silver level over here that nobody knows about? You're going to lose access to these things here," the pain of disconnect, "but you're still going to be able to stay connected to the overall membership. You're still going to be able to have access to these things here, and it's just a lower investment. Would that help you out?" Again, I believe your membership business is all about helping people, so why not have a downgrade opportunity by which you can help those members?

The next multiplier is to multiply your membership, to multiply your membership through automation. Now you would think in this day and age I would not have to include this as a multiplier, but unfortunately when I look around at membership businesses, they've not automated their membership. Now, I'm not talking about moving your membership online necessarily, although a lot of these membership businesses, you are online. I'm talking about having an auto-renew where it's an auto-renewable membership. Some of you might say, "Well, my membership is a six-month commitment or a 12-month commitment." Well, why not go beyond that?

That coaching business for pastors, when I first got involved in that business the membership was actually a nine-month membership. Just nine months. I challenged the guy who was leading that business and I said, "Well, why are we just stopping at nine months? I mean, we have opportunities to help them here beyond the nine months." So he said, "Okay, we'll extend it to 12 months." I was like, "Well, I don't want to just do 12 months. I want to continue to go on. We've got the ability, we've got the services, we've got the content to provide to them. Why not continue to go on and on and on, and just make this an ongoing relationship with them, and so auto-renew?" Now, I will say just for legal purposes here that you

need to know there are laws in place about auto-renew, and so I want you to be well aware of that. I want you to know about maybe any local laws that may apply to you, maybe your state.

I know at this time California has some very different laws than the rest of the US when it comes to auto-renew, so I want you to be aware of that and I want you to be compliant with any legal ramifications that come with auto-renew. Same with automated billing. Some of you, your membership organization is sending out these things called invoices where you're billing people via the mail. I want you to automate that. Now again, I want you to be well aware of any legal ramifications in moving in to this direction, but I want you to automate that. We have, the time and age that we're in, that these can be set up on subscription billing that is auto-renewable subscription billing, so that's how you automate your business, is to take this away from the bookkeeping side of it and just put it on auto-renewable billing, subscription billing.

Next, you can multiply your membership through recognition. Through recognition. Who doesn't like to be recognized? I mean, our members want to be recognized. When they do something, going back to those engagement tripwires, why not recognize them? If you do events which, by the way, events probably should be one of these multipliers and if I continue to add to these, there are a number of other multipliers out there. I'll probably add events to it, but you should recognize your members at the event. Recognize those who are your core members, your top level members, your highest level members. Recognize those who are in the mid-level. Listen, if you're going to help your members build the relationships and have the affinity, why not include recognition as part of that? Give them the opportunity to see what others are doing, what others are experiencing. Recognize their achievements. Recognize the length of time that they've been in your membership. All of that. Pat them on the back.

Again, that which gets rewarded gets repeated, and if people feel like they're being recognized by you, by people in your organization, by other members, they're going to love that recognition. Now, even myself, I'm an introvert and I don't always like to be recognized, but when I do something right, when I do something that is good, when I achieve something, yeah, I want my recognition. I like to be recognized for that. Same for your members, so don't discount this on saying, "Well, some people are introverts. They may not like it." If they're introverted, they're going to find a way to avoid it. Don't say no for them. I'll just pause on that one for a moment. Don't say no for your members. You're making too many

decisions for your membership organization where you're saying no for your members instead of allowing your members to say no for themselves. Don't let this be one of those decisions where you say no for your members. Let them say no for themselves.

Next, I'm going to give you a bonus. Multiply your membership through you. Through you. You're at the top of your organization or you're in the executive level of your organization. You want to multiply your membership? It's got to be you. You've got to take an intentional process, an intentional approach to your membership business. Get away from this hopeful, wishful attitude of hoping people will join your membership, of wishing for new members every day. No. Get away from that. Be intentional. Get rid of this old mindset of, "Well, I've got this membership organization. We'll see who signs up for it." Or, "We'll see what members sign up today or what members will sign up this week or this month." No. Get rid of that, and instead be intentional, so how do you do it?

Listen, growing membership businesses are led by growing leaders. They're led by growing leaders. Nobody is out there, nobody else is out there teaching you, coaching you on how to have a membership business. Too many membership businesses are operating their business as if it were a customer-based business. In other words, "I'm just trying to sell a membership." You got to get away from that. That is wrong. That's why you've got the membership business that you've got. It's stagnant. It's declining. I mean, you want more for your members than that, and if it's going to happen, it's going to happen because you decided you're going to be a growing leader inside your membership business, so here's what I want you to do.

Go to work on your business, not in your business. Go to work on your business, not in your business. Again, I want to congratulate you. We're getting to the end of this training. You've done that. This is just one step to go to work on your business and not in your business, to go to work to get more members and not just hope that it will happen, so I want you to be intentional about this. You have to become a membership expert. You want to grow your membership business. You've got to become a membership expert. That means you have to surround yourself with other membership organizations.

You need to be in a coaching network like mine where you're going to constantly be challenged and equipped and trained on how to lead a membership organization, on how to grow your membership business, how to stop treating it like a customer-based business and how to treat it like a membership business that it is, and how to become that expert where are

not just adding members, you're multiplying your membership. You're not just increasing your revenue. You're multiplying your revenue over and over and over again. You see, we have this thing MRR, monthly recurring revenue. Customer-based businesses, they don't have that, and if you're going to have this monthly recurring revenue, a membership organization, a membership business, why not be the expert? You need to do it, so what do you do next? What should you do as a result of today's training? How can you go about taking these tools, these multipliers that I've given you, and implement them in your business?

Well, the first, I'm all about action. You could see this. I want to help you get success, so the first one is to just choose one multiplier. Just choose one multiplier and implement it. Now, I can't tell you which multiplier that is because you've got different things going on in your membership business and some of you, you might be more advanced than other membership businesses that are going through this training. If you have questions about it, I'd be glad to try to help you determine which one, but just choose one. Don't let indecisive paralyze you. Don't let indecision paralyze you and keep you back from making these changes. Just say one. "We're going to do it. We're going to go for that one." I mean, throw them all into a hat. They're all multipliers, so just throw them all in a hat and pull one out, and say, "This is the one we're going to implement immediately."

Then every month focus on a multiplier and implement. Focus on that one multiplier, so what if you were to take these 15 multipliers and just on your calendar say, "Here's the multiplier we're going to focus in on this month, and here's the multiplier we're going to focus in on that month"? Then you might say, "Well, there's 15, Scott. Well, there's 12 months in the year." Well, maybe you double up on a couple of multipliers and you focus on both of those for a particular month, and you take massive action and you implement, and you do this over and over and over again so that you can multiply your membership, so that you can help more people, so that you can get more people involved, so that you can get past having this financial difficulty that you're experiencing and that you've been through, and that you will have the revenue and the lifestyle that you desire to have.

Then I want you to train your staff on these multipliers. You might say, "Well, Scott, I don't have staff." Well, guess what? When you go to work and you start working on your business and not in your business, and you focus in on these multipliers and you implement them, you're going to get staff, and then you train them. You let them go to work and you hold them accountable for these multipliers, and when you find out that somebody let a member cancel and they didn't implement the multiplier of

the descension strategy, they didn't offer a downgrade, you let them know that's unacceptable. When you hear that customer service and you're hearing your members communicate with your staff, communicate with members, and they're not pointing next steps to your members, they're not showing that membership pathway to your members, they're not marketing to your members, reminding them of the benefits, you let them know that's unacceptable. Have them go through this training. You've got access to this training. You made this investment. Why not make this investment in your staff and have them go through these multipliers and implement it?

Finally, I want you to stay in coaching. Stay in coaching. This training right here actually was a training that I provided for my coaching members. I took them through this training. They were able to get access to this training because they were in my coaching, and you can get the same sort of coaching and training by being in my membership, by being in the Membership Multipliers coaching network, so I want you to stay in it. I want you to join me on the coaching calls. Now hopefully, when you picked this up you probably got a couple of months' free membership. Stay with it. Enjoy it. Go to work. Come to questions. Come to those coaching calls with questions, and if you can't make the coaching calls, email me your questions. I'll reply. If you can't do that, I mean, come on. Get your butt in gear.

That's what a coach tells you to do, so let's go to work together and you get me involved in your membership organization. You get me coaching you, you get me coaching your staff, helping you all become the experts just like myself, as a membership expert in your business. Listen, I'm passionate about doing this. I want to help you and I want to challenge you and I want to coach you, so let's stay connected through the Membership Multipliers coaching network. Again, I want to thank you. I want to thank you for taking this time to invest in this resource, to invest in the Membership Multipliers training. These multipliers will help you get more members. I hope that you're going to be like Mike Agugliaro, and within 17 days you generate \$1 million of revenue. I hope that you're going to be like Kim Walsh Phillips, and get 300% return on investment by creating a membership pathway. I want you to be like Bill Heid going from 14% to 71% conversion, all because of these multipliers.

If you have a story, email that story to me. I love getting stories from my coaching members and those who implement my trainings. I want to hear the great things that are happening in your membership, so I look forward to working with you. Again, thank you for allowing me to speak in to your membership and to be a part of your organization. I look forward to

training you through our coaching call coming up or through the next resource that I make available to you, so thanks again for picking it up. Let's go to work. Let's multiply your membership with these proven tools and help you get more members.