

Membership Multipliers Masterclass

Your 2019 Content Calendar – Know What You're Going to Do & When!

With Scott Whitaker

Scott: Alright. Hey, welcome everybody. Hey, welcome Membership Multipliers. I know you guys are getting dialed in here, logging on so wanted to give you a moment to do that as the go to webinar processes everybody's a login information here. As always, it's a joy to be with you. I hope that you had a great holiday season and were able to be with some family and friends and do all of that celebrate New Years and I am looking forward to this year. I'm looking forward to helping you do everything you can to double, triple your membership, help you get more members.

Scott: Keep people from quitting, all of those things that we do here at Membership Multipliers. So as we kick off here, just keeping in the theme of playing some music as we get started I wanted to share with you this song. Let's see, make it a little louder there. Anybody know what that song is? If you know what the song is, type it in the chat box and double points if you can type and name the actual artist with it. So go ahead and do that, let us know that you're in the chat box and we'll go from there. So we'll just give everybody just a brief moment.

Scott: Again, go to the chat box. Let us know that you're able to hear this. You're able to see me, see my screen. Let us know who this is. All right. There it is, there's the name of the song. We Didn't Start The Fire by Billy Joel. Emily, are you seeing people type in the chat box?

Emily: Looks like Shannon just responded. There we go.

Scott: All right, there we go. Yes. And let me see if I can pull this out so I can see everybody's yes. Shannon say, "You know what? Hey, love the backdrop." Yes, that's right, I got new backdrop as well so that way you don't have a glare coming off of my dry erase board in the back. Sometimes I'll pull that out, sometimes I won't. I'm going to try to use my computer more so that way that you'll see my screen and me on video. But I'm going to do this as we get started here with the new year and 2019 I wanted to talk a little bit about mindset just to kick this off.

Scott: So I wanted to just build out a mindset moment here in the very beginning to challenge you, to challenge your thinking and what you're considering for the upcoming year and your business. And those of you have staff, your staff members, those of you who have virtual assistants, your virtual assistants, what

will it take for you to grow your business and do so on a massive massive of scale? And I'm asking you this question because it's actually one of the questions I was challenged with just last week with one of my private clients Mike Agugliaro.

Scott: You've heard me talk about him before. He's the founder of CEO Warrior. He had a service business being that basically was hback, electrical, all that sort of industry there. He had a service business that he grew from the ground up starting from zero and ended up selling it for over \$30 million. And so now what he's doing is he's teaching others how to do that in their business but he also has a lot of mindset training. And so he asked me, he said, "Hey Scott, why won't you come back and work with me on the membership stuff, and hey, while you're here, I'll do a little mindset stuff with you that I do with my members."

Scott: And I said, "Man, I'm all in. Let's do it. Let's have a great time with it." So let me show you this little picture here. There you go. Doesn't that guy look strong? I mean, I love that picture, boom, right there. So there I am. I'm in their conference space and yes that board is on fire. And there it is, I'm breaking the board that is on fire. Now, I will say I've broken boards before but I've never broken a board on fire before. And there's some different exercises to go through, it's not like you just step up and all of a sudden you're going to break this board on fire and all that.

Scott: So he put me through this process and I just want to share a little bit with you because I'm always looking for whatever I gained from my private clients, I want to share with you and really that's what I'm doing throughout our our time together today as we talk about your content calendar, I'm going to take you through the process that I take with private clients, I'm going to take you through that in the brief time that we have here. And so you're going to have a better understanding of that process and be able to leverage that for your business. I did it with Mike last week and so did that.

Scott: But let's go back to the mindset moment. Let me just ask you a couple of questions here for a moment. Here's one that I want you to reflect on. You're not going to be able to answer this right now but, what limiting beliefs do you have? You might even say, and one of those limiting beliefs I believe a number of you have is that my business can't double this coming year. A number of you will probably have that, I just can't double my business. There's no way I could double my business this coming year. Well, I want to tell you, I pulled my numbers over the last year and the year before that and I want you to know, I doubled my business.

Scott: I had some emails going back and forth with my bookkeeper and I said, hey, and I knew this going in, it wasn't like it was a big surprise, it was a driver for me. But some of you, you have that limiting belief that I don't think my business can double this year. I don't even think I can grow by 25%, 50% let alone 150%, 200%. What would it take for you to double your business this year? What limiting

beliefs are you having that will prohibit you from even doing that. Now again, I know I'm just jumping right in here as we start this masterclass, but I wanted to just give you a knee jerk response for a moment to challenge you, to challenge your beliefs.

- Scott: Here's another one, what's keeping you from the success you're already capable of achieving? You see, once you start thinking about, okay, I can double my business this coming year, I can double my membership, I can triple my membership, I can do all of these things, then what's keeping you from the success you're already capable of achieving? I mean, granted you might need to get some new tools in your toolbox and that's one of the reasons I tried to share with you on these masterpieces. I try to give you new tools every time so that you can accomplish your goals.
- Scott: What other things are keeping you from the success you're already capable of achieving? I mean, your marketing, you might have to look at your marketing different. You can't say I'm going to set out to double my business, to triple my business next year and not then say, okay, what is keeping me from that success? Emily and I we've been involved in some planning meetings the past couple of weeks and one of the things that we've said is, hey, listen, if we're going to continue this trajectory we're on and we're going to break this next goal, which I'm not going to share it with you but we have a revenue goal, she knows that revenue goal, here's some things we need to do.
- Scott: We're going to have to add some staff, we're going to have to do this, we're going to have to operate a little bit differently. She's going to have to manage me differently. And yes, Emily manages me and I manage her, there's a mutual management that takes place there because we've broken down some of these barriers that we said, you know what? We can't operate like this if we're going to achieve the success we're already capable of achieving. Next question, what if instead you believed this is the year you are going to make it happen?
- Scott: What if you believed, what if you said everything deep down inside of you, I believe this is going to happen. So I shared a revenue goal with my wife, it was something that really was pressed upon me and I was like, I don't know that I'm going to be able to do it, my limiting beliefs. So I said, well, let me talk it over my wife, the person who knows me the best. And I began to share with her the revenue goal, began to talk about what that would mean for us, what that would mean for the business, what that would mean for you as Membership Multipliers and being able to know that every time we help you get members, every time we help you grow your business, we are helping you help your members, that's a driver for me.
- Scott: I want to help you help your members, that's why we call it Membership Multipliers. When I help you, I'm multiplying your impact and that's what I want to do. And I shared with her that revenue goal and then she said to me, "Well, you know what? If you look at it, that's only X amount of dollars per month, this

was a few days ago, here we are, I guess it was maybe the sixth or the fifth of the month, and you're already on track this month to exceed what you would need to do monthly. It blew me away. I wanted to believe that I knew deep down inside of me I could make this happen, but it took her saying to me no, wait a second, you don't realize how close you are.

Scott: You're already capable of making this happen. You're so close to making this happen the very first month of January, you're on track to exceed that this month of January. Folks, it's possible. I believe, I believe in you. I believe you're capable of doubling your business. I believe that you're capable of growing personally so that you can lead the business to grow double what it is, triple what it is. So I wanted to share with you in just this mindset moment of challenging you. I know everybody's out there, they're talking about how to make this the best year ever. They're talking about New Year's resolutions. They're talking about what they're going to stop doing, what they're quitting.

Scott: All of these bad habits, all this sort of stuff. Really what it comes down to is everything you believe about yourself, about your business, about your capabilities and I want to say to you I believe you can make it happen. And it's my goal to come alongside you and make that happen in this coming year. So I hope that you're ramped up about it, you're excited about it. We're going to talk about the constant multiplier and how to multiply your membership through your content because some of you are giving away too much for your membership and it's prohibiting your membership from growing. So we'll get to that in a moment.

Scott: But first I wanted to do a couple of ... Let me leave you with this, with a quote from Norman Vincent Peale, "Believe in yourself, have faith in your abilities. Without a humble but reasonable confidence in your own powers you cannot be successful or happy." I'm going to pause just a moment, I'm going to leave you with that thought. I want you to write it down. "Believe in yourself. Have faith in your abilities. Without a humble but reasonable confidence in your own powers you cannot and you will not be successful or happy." All right. Now, let me give you a couple of updates. One of the things that we're doing this year in adding value to your membership and building the community here at Membership Multipliers is we are releasing brand new starting today.

Scott: You guys get to be the first ones you're on this call live, you get to be the first ones to know about this, we've got a brand new Facebook group. This is a closed Facebook group meaning we're not letting the great unwashed masses out there on Facebook into this group. It's only for people who are members. It's only for people who are involved in membership marketing. It's only for people who lead membership businesses. So I want you to do this. Normally, I say when you get on that these calls I want you to shut down Facebook, I want you to pull up Facebook and I want you to go to this website right here, this URL, facebook.com/groups/membershipmarketers.

Scott: Now I believe, Emily you're going to put something in the chat box so people can just click right on over to that. So yeah, Emily did that. So you're going to see if you just click in the chat box there, it'll pop up and this is what you'll see. You're going to see this right here. Now, we've already got somebody who wants to join the group. I've never done this before. So hey, Karen. Yes, we're going to approve Karen. So I want you to do this, go over there, ask to join that group. Because here's why it's important that you do this now. What I'm going to do is at the end of our master class today, I'm going to answer the questions you post in this private Facebook group.

Scott: So those of you who are listening to this later, you're catching the recording which I know a lot of you do that, that's okay. I want you to still go type your questions in this Facebook group because I want you to be there so then that not only I can answer the questions, but others. So I see that popping up here, others are joining the group. So let's do that. Emily is monitoring that, she's got the Facebook pulled up. So go to facebook.com/groups/membershipmarketers and then as we go through our time together today, let's ask questions, put them in the Facebook group and then even after. Let's say you're going to work, I know Lisa Phillips right now.

Scott: Lisa's working on an email campaign, at least I hope you don't mind me sharing this. But Lisa's is working on an email campaign. I mean, go ahead and post that, get some feedback, not just my feedback, get some others feedback. Karen, she's working on new names for membership levels. So go in there, post that. I know Shannon, she's working on some different emails going out to different groups in her list to invite them to join and do sponsorships and all sorts of stuff. So go there, post it, I'm still going to reply.

Scott: Now, I'll admittedly say I am better at replying to emails that I am at this group. You're going to have me, you're going to have Emily, we're going to both be trying to respond. And listen, just because you responded and you didn't get an immediate response from us within an hour, within two hours, whichever, don't get upset at us, give us some time. I try not to be on Facebook a whole lot because it can be a mind suck and so I don't want to do that. But I want you to be there, I want everybody else to be able to respond to you and I will chime in. Now, sometimes what I may also do is that I might take it off Facebook.

Scott: I might post a little post there and say, hey Karen, be on the lookout for an email response from me. I'm going to get your questions answered but I've got a few questions beforehand. You know that when you've sent me emails a lot of times I'll say before I answer this, here are a couple questions I have for you. And so I want to know that before I just respond. So let's do that. We're going to build this, we're going to be inviting some others who are members and invite them to be a part of this as well. So let's kick this off and let's add value to one another throughout this this coming year through Membership Marketers. So again, if you have a question, don't hesitate to post it in the Facebook group there and we'll take all the questions directly.

Scott: Let me say one last thing about this. Emily, can you see my screen? Okay, so this little image here which is my headshot, that may mean that it's Emily posting. But if you see this one here, this is my personal Facebook page. So obviously, that's my wife and my daughters. I mean, beautiful family, right? And so if you see that, that's me. Now will try to always let you know whether it's me or whether it's Emily just so that you can have an understanding. And one final thing is I do not believe in handling customer service questions. "Hey, I want to change my credit card, how do I do that?" Let's make a commitment that we're going to handle any customer service questions like, "Hey, I can't get my login."

Scott: I'm a part of some of these Facebook groups and they're going on there and saying, "Hey, I can't get my login." Well, listen, nobody else in the Facebook group is going to be able to help you with that. Shoot us an email. You have our email addresses, you have Emily's email address, shoot us an email because it's not like we're going to put your login on Facebook. We're not going to put your password and the link and all that in there so that you can get your login. So shoot us an email for any customer service issues, please let's do that. All right, a couple other updates, some trap that I'm going to be doing. I know you guys always enjoy hearing where I'm coming and if we have the opportunity doing something together when I'm in that particular city.

Scott: So on February fifth through the seventh I'm going to be in Atlanta Georgia and I'm actually going to be on the North side of Atlanta. If you're familiar with Atlanta you know going to Atlanta, that North Atlanta, South Atlanta, East, West or whatever. But I'm going to be on the very north side of Atlanta in Alpharetta for a private event with Kim Walls Phillips, one of my private clients. So if you're in the area and you want to get together, let me know, shoot me an email on that. And then I'm going to be in New York with Clint Salter, another private client. We're going to do a VIP day there and that's going to be February 11th through the 13th.

Scott: And then February 24th through the 28th, I'm going to be at a huge huge conference called Traffic and Conversion, one of my good friends is speaking out there so I'm going to be doing some backstage stuff with them and hanging out with some of the finest marketers on the internet. So I'll be out there on that. And then February 28th through March 2nd, I'm actually just going to hop my way up to LA and I'll be in the LA area and I'm going to be working with Michael and Roslyn Ross Brooke doing another VIP day. We did a VIP day I guess it was back maybe May of last year and they are ready for another one.

Scott: They added six figures to their business and they're saying, "Hey, listen, let's do it again." And so we're going to be laying out some plans for them to do that. So if you're in any of those areas feel free to shoot me an email and if I can make it happen with my travel and then we can make it happen when my schedule, we will try to do that and maybe get together for some coffee, you can pick my brain, whichever. So having said all that let's go into your 2019 content calendar know what you're going to do and when. So this is a brief review here, our

reminder, they're what I call the seven multipliers that exists in every membership.

Scott: Now, for some of you this is a little bit reminder, for others this is going to be more extensive and something you may have never heard about before. So I want to give this to you and just a brief overview as we get started so that you can see where all of this fits out. So one of those is the constant multiplier, we're going to talk about that today. That's what this entire session is going to be about is your content. And then there's the assimilating. I want you to know what you're going to provide, when you're going to provide and all that with your content. But then assimilating is I want you to know what you're going to do with a member.

Scott: I want you to know what you're going to do with a member before you actually get a member because I don't want those members to cancel on you. The ascension multiplier is all about taking a member from sign up to be fully engaged in your membership program. Then there's the marketing multiplier. Now, marketing for us as membership businesses is different from any other business out there because we've got a market to get members, which most people do. I mean, market to get customers and all that, market to get members but we have to do marketing to keep members. So we've got to do marketing to keep our members engaged. So there's marketing multiplier.

Scott: Then there's the retention multiplier which is all about how to retain those members. Now that you've got them, you're assimilating them. Now, you're going to retain them and keep them for the long haul. Actually this is wrong, it should say ascension. Let me see, well, I'll change it later. It says assimilation should say ascension, meaning you've got different members going upward and downward. So you've got different levels of membership to move them upward and membership or downward in membership. Many of you, you have what I would consider as different pay options, whether it be pay monthly or pay annually and that is not an ascension system.

Scott: Ascension is about I've got a low level membership and I've got a mid level membership and then I've got my highest level membership. That's an ascension system. Strategy, it's what we go to work on with our master classes, knowing your numbers, tweaking those numbers, improving your business is the constant and never ending improvement. The principal can I. Constant and never ending improvement of your business and then lastly is the leadership system. So leadership, it's all about going to work on you, it's all about your mindset. That's why I did that little mindset moment in just the beginning to let you know, okay, what's going on with your mind? Let's talk about your leadership for a moment.

Scott: So you've got content, assimilation, marketing, retention, ascension, strategy, and leadership. So let's talk about the content multiplier. Let's define it. This is all about what you're going to provide your members. If you haven't already done so, I want you to take out a bunch of pieces of paper, a bunch of them. I

was talking with a member earlier this week and was just doing a VIP call with her and listen, when I do this with my private clients, when I go to do this with Michael and Roslyn Ross Brooke and I do this with others. When I do this with Clint we are literally pasting the walls with those giant post it notes, writing down what you're going to provide and I'm going to take you through the process, how we answer that.

Scott: So what you will provide your members, how you will provide it to your members. Do we do this at any event? Is that a book? Is it a webinar? Is it a master class? Is it through your membership site? Is it a PDF? How are you going to deliver this to your members? Now, for those of you might say, well, I don't even have a membership site. Guess what you can do? You can go create a private Facebook group and deliver your membership content right through your Facebook group. You don't have to have some sort of fancy membership sites to do it, you just go into your membership site and provide your content. So that's all about how. Here with us we're providing content, we weren't providing it primarily through your membership site but now we're providing it through Facebook.

Scott: We also provide content via email, tons of it. So what you will provide your members, how you will provide it and when you will provide it to your members, that makes up the three questions of your constant multiplier. What you're going to provide, how you will provide it, and when you provide it to your members. Now, there's actually what I call the three seeds. This is defining right here the content multiplier, what I call the three C process of developing your content so that you'll be able to answer all of these questions of what, how, and when. So take out a pad of paper, let's start this process, we're not going to have enough time to do it in our time together but I want to get you started so that in the time that we have together you're now able to be propelled and I've set you on a pathway to be able to get this done for your members.

Scott: And it will add members to your membership. I mean, again, I met with Michael and Roslyn back in May of last year and I took them through this process, I'm going to do it again. I don't care how many times they say to me, "Scott, we've already done this." We're going to do it again because here's what I know, they've added things between that time, they've removed things between that time, there's been new things that have popped up that they've done and I want to remind them all that they're doing so that then I can take them on the next step and that's what I want to do for you. So this process that you're getting, I mean, when I go do this, they're paying me \$10,000, \$15,000 for the day to do this. I can't do that for everybody.

Scott: You're not at that level but I can get you started on this. So the first C is the content catalog. This is where you write down what are you currently providing your members and I mean, you just write. I provide this, I provide that. Don't worry about anything else, just write it down. If you took out five pieces of paper and at the top of it you wrote down what am I currently providing my members?

What am I currently providing my members on every single sheet of paper and you complete all five sheets. I mean, literally write everything down. If you've got a book which I know some of you have a book, pull out that book and write it down like, okay, here it is. Well I did a chapter on this, I did a chapter on that.

Scott: Those topics down that I've done before. I've done some of this over here. Some of you you provide services. Shannon in her membership they provide some services for their members. Also write down every single service you provide for your members, what are you currently providing for them at their level of investment? Now, for some of those who are new, you're saying, well, Scott, I'm not currently providing anything for my members because I currently don't have any members. This is everything that you could provide. So let me ask you a question, what are you good at? Everybody think about this, what are you good at? So here's everything I currently provide my members, here's things that I'm really, really good at.

Scott: I speak from the stage. I was talking with another member who's a speaker and part of his membership is inviting others to become speakers and training those people how to be speakers, CEOs. So Jason if you're on the line, if you're on the master class right now, not sure if you are, I don't know who the list is here. But Jason, he does that with his members. Everything that you are good at that you can then take to your members and show them how to do, teach them how to do it, coach them how to do it, provide the tools that were given to you to be able to do it, you can then provide them tools on how to do it. So all of these things I am good at. So if you took out five pieces of paper, it says this is what we are good at.

Scott: This is what our business is good at. This is what we do really, really, really well and write that down and then write down what are you passionate about? For those of you who are coaches, for those of you who lead intensive membership businesses, I think of Steve who leads a membership business for people, they call them work campers. What are you passionate about when it comes to those members? It's maybe a little bit outside of what you're currently teaching them, it's maybe a look the outside of even what you're good out. You don't have to be good at it, you just have to be passionate about it. And so I can share my passion with others. Lisa Phillips. Lisa, you and I talked about this on our last call.

Scott: Lisa has a passion honestly to share with black people how to get involved in real estate investing, first generation wealth builders and she's passionate about. And as a white guy I had to tell her, I had to say, hey, Lisa, yes you can have white members, all of that. You're going to love on people, that's just the person she is but she is most passionate about helping people come out of poverty who've been downtrodden living in apartments all their life, most often black people. So we develop that passion for her. So at least I hope you don't mind me sharing that even posting that publicly on your Facebook. I wanted to propel you forward, to push you even further into your passion but I want you to figure that

out. What are you passionate about? And how can you leverage that passion to help your members.

Scott: So the next one is how have you helped others achieve what you've achieved? How are you helping others achieve what you've achieved. Using Lisa as an example. I mean, again, she achieved that for her own life so now she's taking that to others. What are some of the achievements that you've made? This drives me. I mean, I grew the largest membership business in its nichetaking it from 72 pastors to over 3127 pastors. I'm passionate about taking what I've done there and helping others achieve that in their business. Jonathan, I know you're on here. Jonathan he leads a ministry of prayer helping others praying for others. I mean, that is a passionate ministry that Jonathan is leading. So I want you to write all of these things down, I want you to answer them.

Scott: I want you to develop this constant catalog by asking yourself these questions, then when you think you've got it all I want you to then say what content do you already have that is helping others? What content do I already have? This sounds like a little change from a previous question. It is a little bit of a change but I want you to see that this is the content I have that is already helping people. Take out five sheets of paper and there's no magic number on the five sheets, but write down at the top of every single one of those what content do I already have that is already helping other people. And then ask yourself, if I was given the opportunity what could I provide my members?

Scott: If I had more time, what would I spend some time on to develop for my members? If I had the relationships with some people that I could provide them their content and pull it over here for my members, I would do that. All of these things if given the opportunity. You might even say last year this time I was hoping to do this for my members and I never really did it. I was hoping to do an event for my members and I haven't done it yet. I was hoping to open up a new membership level that was going to include these things that if I just had the opportunity I would do that. And so if given the opportunity, what could you provide? If you had the right real relationships, if you had the right tools, if you had the right circumstances, if you had the right revenue.

Scott: The money available, because some of this stuff it costs money. So if I'm going to pull this over and offer it to my business over here, hey, what could I do here to provide that for my members to help them even further. These are all the questions that I spend drilling down on in a day with those private clients, I want you to set aside this time. We're getting this process started for you. When we're done, I want you to continue it forward. I want you to answer all of these questions. Here's what I would love to see. I would love to see from everybody who's done this, I would love for you to scan all of those pages and say here's my entire content catalog. Here's everything that I wrote down that I could be doing for my members.

Scott: Email it to me, you know that if you do that I love to reward action. I'm not going to tell you what the incentive is or anything like that because the incentive is for you to do this for your business. But I love to reward people who take action. So scan it, email it to me, and we'll go from there or you can fax it to me. By the way, I still have a fax, it's on the website, you can go pull the number I don't have it memorized. But if you have a fax, I know some of you are real estate investors, you still fax things back and forth, feel free to fax it to me and I'll pick it up. So the next C. I'm sorry, we're going to build this out even more. Additional tips, what content do other people have? So again, it's the building the right relationships.

Scott: I want you to think about the content that other people have. I don't want you to rush this process. I'm rushing it right now because we've got a limited amount of time together to be able to make this happen. Instead of one on one I'm trying to do this one too many. And so I want you to take the time, don't rush this. You might even come back to a couple days after a couple of days just to make sure you've got your entire catalog. Write it down. I like the giant poster paper so I could move the paper around and it comes in handy a little bit later. Ask yourselves what am do members need? If I'm providing all of this am I still meeting their needs? That's a very valuable question. Think about their internal problems versus external problems.

Scott: See, I know that with you all in Membership Multipliers, I know you want more members, you need more members so I consider that an external problem that I'm going to help you overcome. But for some of you in order to get that external problem resolved I'm going to talk about some of the internal problems. So I was talking with a member who said, you know, I'm not going to make payroll this month so what do I do? I mean, easily rattled off three strategies on how to get payroll paid by the end of the month. I want you to know it is possible, that's an internal problem. Meeting payroll in my opinion is an internal problem. First, I have to believe that I can make that happen. So I got to show you it is possible then help you with external problems and that's what I did.

Scott: That was the process that I ran with that member and saying let's address some of those internal mindset first, want to give you a different perspective. And I shared a story about, hey, here's something that I'm doing. It's going to cost me money so how am I going to find a way to make it pay for itself and I gave a real life example on that. Solve that internal problem for your members and then give them the solutions for the external problems. Here's one, it's really good, what do your members need but don't know they need. So I've been talking really fast, I've been talking a lot here. So what do your members need but don't know they need?

Scott: Think about some of the conversations you've had with your members? Think about some of the email communications going back and forth. Maybe think about some of the posts that you've seen that they've made, what do they need but they don't know they need? Answer that question. What is that content that you can provide to solve that question for them? And then the final one, what do

you members want? See, a lot of us we start with this is what our members want so we're going to give them what they want. But you got to give them what they need and you got to give them what they don't know that they need and then ask them, what do they want? What is it that they really, really, really want? I always try to put my business on display for you.

Scott: So for you, I know that for many of you, if not most of you on this call, what you want is you want to have a sense of impact. You want to have a sense of impact that you're making an impact in your members lives. That you have a mission. Some of you, you would do this for free just so that you can help people. I don't want you to do it for free but you get paid for it because I believe that when you do this and you're getting paid for it then you have more of a reason to do it because now you're more free to be able to do it. But what do your members want? Answer that question, put it into the catalog that you're developing. And then when it's all said and done and you've answered all of these questions and you've taken all of the things that you're currently providing, all of the things that you could be providing, all of the things that you want to provide, all the things that your members need.

Scott: All the things your members need but they don't know that they need and all the things that they want, you have this huge giant content catalog that then you will never have to guess again at what you're going to provide your members. Never ever again guess that what I'm going to be able to provide them next month or six months from now, eight months from now. But we still have more to do. So now we have our content catalog. The next C is content categories. Now let me say upfront that don't get hung up on what these categories are. I mean, just don't overthink it. I'm going to give you some examples of categories but you can choose whatever the categories you want. I'm going to give you some very simple ones that I'll lay out for you but don't get caught up on what these categories are.

Scott: For example, some categories would be like evergreen versus time bound. What do I mean by that? Well, evergreen being that it doesn't matter when I give this content, it's good for any time of the year. It's good no matter what day of the week it is, what week of the month, what month of the year or even what year it is. So it's evergreen. Then there's the time bound. So a number of you were with me for the masterclass, you saw the master class, you implemented the master class and saw your results on the how to get more members in a day than you do all month. It was the master class on how to create a Black Friday sale for your membership. That is a time bound masterclass. Now, there is a way that I can evergreen it because there's ways that you can duplicate that promotion.

Scott: But I tied it specifically to Black Friday. I can go out today or tomorrow and say hey, join me for this masterclass on how to create a Black Friday sale. Well everybody knows that Black Friday is the Friday after Thanksgiving, so that's a time bound training. It's a time bound masterclass. So that's an example of evergreen versus time bound. Even this right here for me I look at it as more of a

time bound training because it's part of helping you out and planning your year in 2019. So when I started this it was your 2019 content. I mean, I'm making it time bound by tying it to the beginning of the month. If I came into the month of June and I tried to do this masterclass with you, by the way that's how you know these master classes are live

Scott: Not just the chatting in the chat box and all that but you know I'm putting an intense thought into this because I'm tying it to what you need to be doing right now in your membership. I can't do that in June, your 2019 content catalog. So those two categories right there, evergreen versus time bound. Then there's the done for you versus the done with you. Now, I know we've got a number of real estate investors. There's some content there that you have that could be a done for you. Done for you being here's the template to be able to use, it's done for you. All you have to do is fill in the blanks so you can take this tool, this template and you can utilize this to evaluate your real estate investing.

Scott: The done with you is we're going to do this together, done with you. So if I was to ask you this training that I'm doing here right now, this masterclass that I'm doing with you, is this a done for you or is this a done with you? Actually it's a done with you masterclass. I'm leading you through the process. I'm doing this with you. It's not done for you. I didn't go scour your website and all that and create your content catalog for you, no, I'm doing this with you. I'm showing how you can do this. So done for you where I give you the tool, I give you the training, I give you the template, it's just fill in the blanks so that you can do it but I've already done the work for you or done with you. Next is process versus organic. Let me explain this one.

Scott: For many of your memberships, for many of your membership businesses a number of you are process oriented. And if you're not, I like to take you through process. I like to build your memberships through process. So think about this as a good, better, best or a beginner, intermediate, expert, or advanced call it what you want. So beginner, intermediate, expert, or advanced. That means this content that I've got some of it it's process oriented. So I've got to make sure that people who are beginners only get that category of content as beginners. And at the same time, I've got to make sure that those who are experts are not being bogged down with things that they already know and therefore are being bogged down with the beginner level content.

Scott: I mean, nobody wants to sit through a workshop or seminar or whatever it is knowing that they could be the ones out there teaching that. So beginner, intermediate, expert, that would be process. Organic is it doesn't really matter. It doesn't fit and a beginner, intermediate, expert, it doesn't fit in a step one, step two, step three, step four, step five. They could work on this, they could work on that, they could do this and they could be working on all of these things but they need to be working on all of these things a little bit at least. So it's more organic. So these, again, are just sample content categories I'm giving you, process versus

organic. You have to choose the categories that are right for you and that work for you.

Scott: Some of you, you have multiple levels of membership, you might say, you know what? I'm going to categorize my content by the different levels of my membership. And so I'm going to plug this content over here because it fits under this level of membership, this level membership and this level of membership and when I do this with private clients, nonetheless, most often there's going to be a number of pieces of content, well, that fits here, here and here actually. So it fits under all three categories. Doesn't matter, just choose the categories that work for you. And so let's take a brief moment because I've been overloading you with content here and I just want make sure you're tracking with me. And so I want you to type in the chat box, don't go to the Facebook group.

Scott: Go back to your chat box here, go to webinar and type in some of the categories that you can think of for your membership. Can't spend too long on this because we're going to go over our time which I don't mind doing. But if you want to share some of the categories that you have, do that in the chat box. And Emily, let's see if we can pull that up and see who's who's typing in chat box. Emily handles all this stuff in the back end here. So type in the chat box some of the categories if you have. If you don't want to share, that's fine. We will move on. So I'll give a couple more seconds here. Emily, are you seeing anything coming in chat box?

Emily: Not yet

Scott: Karen and you said, "Warrior Scott." There we go. I appreciate that. Again, if you want to share some of your categories in the chat box, go right ahead. Alright, last call, three, two, one. Okay. So I was talking over Emily there I think she saw the same thing. So explain the categories a little more. Shannon saying that. So Shannon let me tie this to your business for a moment. Shannon is the leader over a HIRA which is the Health Industries Representative Association. So their association provides opportunities for people who are sales people and so forth, and the manufacturers to make more money. So one way to categorize it for your business that you already have categorized is just by the different medical industries that are provided.

Scott: So there are some who are working primarily with general physicians, but then there are some who are working with cancer doctors, then there are some who are working with maybe in the dental aspect. So you could categorize it like that. You've already got all of those categories that you built out even before we started working together. So you might think, is there certain content that I could provide just those who are selling products to general physicians? Is there content I could provide just for those who are providing or selling tools and medical devices for cancer doctors. How can I help those individuals which could be a little bit different from helping the general physician.

Scott: So just broadening it a little bit more. For you, you might think through the small manufacturer versus larger manufacturer. Yes, that would be another one, small versus large. Somebody who has one line that they're selling just in that one industry versus somebody who's selling lines in multiple industries across the board. So I think you got it there. Karen. Yes. Karen works with women, primarily in the Christian women primarily. And so spiritual oneness, communication, sexual intimacy. Yes, that's right. So all of that would be considered different types of content. And then question, could you categorize based on the type of content? Yes, that's what you want to do.

Scott: I want you to go back to your content and then put all of your content under these different categories. That's what you're doing. So you would go back to all of those lists that you created of all of your content and then you would start categorizing this. Instead of having all those five different pages filled out together, you might say, okay, let me take now the content that is just about communication and put that content underneath that category. So that's what you do. That's how you utilize these categories. You say, this is the content, this is where it fits. So now here's all of the categories under communication. All right, let's go on. The next C is your content calendar, that should be pretty easy to explain.

Scott: But then you would go back to those content categories with your content listed underneath them and you would say, what is my weekly content? What do I need to do weekly? What are some of the things I need to constantly remind my members about weekly? Then, what do I need to do monthly? What do I need to provide monthly? I can't provide everything weekly but I can at least provide this once a month. I don't want to talk about using Karen's example here of communication. I don't want to talk about communication every week, but maybe I can talk about communication once a month. So again, I'm not saying that's exactly what you need to do Karen, but this is where you start plugging it in weekly, monthly and then quarterly.

Scott: There's something here that I could provide on a quarterly basis for my members so that I can then say, okay, every quarter we pull this piece of content out because this is the time that it works best. And then there's annual, so this could be like an annual event. Shannon leads an annual event. So at the annual event what is the theme for that annual event, the content, use the word theme, use the word content that you're going to provide at that annual event and that's going to be the intensive focus as part of that. So using calendar your content that you're going to provide weekly, monthly, quarterly, annual. Now, let me just look over here to the chat box because I know some people. Jonathan Reagan yours right now.

Scott: Jonathan says he's got his content highly categorized, Jonathan leads a prayer ministry categorized by specific areas in a church. That's really, really good and I think you're right on target with categorizing it that way. And that also Jonathan lets you know who you need to target because as you said, some of this is for

children, youth, young adults. You're looking at some of that there is like, okay, yes, here's all the content we can provide for kids. Here's all the content that we can provide for youth, young adults, senior citizens in the church. Karen saying yes, like a marriage vision retreat? Yes, absolutely. You're getting a hold of it there. the monthly and quarterly check ins, Yes, that's right.

Scott: the content calendar really is pretty easy to do once you begin to see I can take different categories of my content and plug it in to the months of the year. I don't want you to be so focused in on it that this is the only thing I talk about all month, but this is something here that I'm going to do weekly on this piece of coNTENT, this is something here that I'm going to do monthly during that month, meaning I'm going to do a couple times a month that I have to deliver that. And so now you break out the months of the year, break out your calendar. start with February, forget January, it's too late for January. Start with February and start thinking okay, the month of February, what can I provide that would be weekly? What can I provide that will be monthly?

Scott: Is there anything that I may be need to approach from a quarterly basis knowing that February is not the quarter but is there something I need to stick in there just really quick because I haven't provided it for my members over the past quarter. So I need to hurry up and stick it in there. And then annual what is it that over the course of this year that you could say I'm going to provide this as an annual piece of content. It's really going to help my members, it's going to give them what they need, it's going to help them with what they want and so that I'm going to plug in there. Now, literally, you will have a calendar starting with February going through December of everything that you're going to provide your members knowing exactly when you're going to do it, how you're going to provide it and when you're going to do it.

Scott: So let me give you a little few bonuses here on this I prepared. When you look at your calendar and you begin to plan your content calendar and you look at it, I want you to say is my content balanced? In other words, if I promise my members that I'm going to deliver on this, am I delivering on it according to the promise I've made to them? We all have content that we're going to be more passionate about than others. I mean, it's just that way. We're going to be more passionate about things but we make promises to our members that they're going to be able to have or do or experience certain things with the membership. So I want to be able to live up to that and I want you to say, is it balanced?

Scott: Am I leaning too heavily on one particular topic? Am I leaning too heavily on one particular age group? Am I leaning too heavily on one particular that now is taking the focus away from my membership? I need to balance it back out. Another is I want you to create an opportunity for people to grow within your membership. This is what I call a membership pathway. I can't go into detail on this or into great detail, I did a little bit of that with the beginner, intermediate, expert, there are certain pieces of content for your membership that do not need to be given at the beginner level, just can't. They're not able to handle it, they're

not able to consume it, they're not able to do that. And so you have to withhold that content back from them and put it in the intermediate level.

Scott: At the same time there's some pieces of content that only belong in the expert level. Another way to look at this, say they're paying you \$29 a month for the membership. They don't need to get your most intensive best content at just \$29 a month. That should be for the higher levels of membership. The people who are investing a greater amount because you know and I know the more people invest the more they're going to do with it. Okay, that's why I price my membership at the levels I price it. I mean, that's why I charge \$10,000, \$15,000 for a day with me because I know if I go in there and I do this they've invested that much they're going to take action with it. So I want you to have that same mentality that there are certain pieces of content that people should not receive unless they're willing to pay you more for it. I'm creating that membership pathway.

Scott: I want you to think about how can I help people implement this content. You see, this content is a multiplier. I had to come up with a way to help you implement the content multiplier in your business, that's why I'm doing this masterclass. I want to come alongside you, that's why I provide email support. That's why we provide the chat box. That's why we're doing the Facebook now so that we can help you even more. I want to help you implement. I want you to have that same mentality for your members in the sense of this piece of content that we're giving them are we actually helping them implement? I can't just give it to them, I've got to help them implement it. So Jonathan, one of the things that you might consider and you might already have this, how to set up a prayer ministry in your church.

Scott: I mean, that would be a great tool that you could have for those churches being able to say, okay let's make this an actual mission, let me show you how to do it, let's help them actually implement this in their church. Others you get an idea of that for your membership as well and if you don't let me know. Then I've been hitting on this throughout, are you able to create multiple levels of membership based on your content? Good, better, best, levels. So let's do this. I've given you a lot. We've gotten the content catalog, the content categories, the content calendar, so let's go over to Facebook for a moment, I'll still have it here. If you type in the chat box and Jonathan I see that you do have several resources, good, step by step on how to set up those prayer teams and develop them.

Scott: I like the word develop there because I'm taking that as not just set up but also developing, so ongoing training, great. Let's go to the Facebook group and feel free, let's do this. Just to get the conversation started over here in the Facebook group. Those of you have already signed in and joined the group, I want you to do this, this group is where you can brag on your membership. I want you to be able to share links in your membership. I'm fine with you promoting your membership just so long as you're not constantly promoting your membership. So go to Facebook and write a post, tell people your membership business and

then put a link there and put that in Facebook in the Membership Marketers Facebook group and then also if you got a question type it in the Facebook group as well.

Scott: So we'll see that, let me refresh my screen here. You guys know I've got two screens here. I've got my camera and the screen and screen over here and awesome. Lisa, who love the Fairytale Brownies? Now Lisa, you called me out on this some people got Fairytale brownies and I've been moving away from the Fairytale Brownies lately and everybody should have received by the way. Everybody should have received this little power bank and yes, the brownies are good but I've been mailing these out. Everybody should have received one of these for Christmas, my Christmas gift to you. And I have a number of them so I'm also now using these as my welcome gift to new members. But the Fairytale Brownies. You know what?

Scott: Emily, I think it's time to order me some Fairytale Brownies although I shouldn't be saying that because I just started back on a diet coming off of the Christmas season. So I guess I need to refresh a little bit here again. Others who are chatting in their, share your name, business, include a link. Shannon said yes she got hers. She put that in the chat box. Go back to the Facebook group. If you got questions we'll do this and we'll go from there. Alright, I'll just refresh a little bit. As always, if there's no questions. Jonathan said he didn't get the brownies but I was thinking you should have received the brownies. It could be maybe one of your staff stole the brownies, I don't know but I would have thought that you would have received the brownies.

Scott: But good your staff enjoys them, but you're allergic to chocolate anyway. So I'm glad you didn't get it. Any other questions other than that? Because as always when I don't see questions that means I did a pretty good job on explaining this process to you. And I want to make sure that you have any questions answered. We'll continue the masterclass discussion offline. We'll begin posting some announcements in here. So Emily, let's make a note that when we get the masterclass posted in the membership site on tomorrow, let's just make a post here just saying, hey, the masterclass has been posted so people will get that announcement and know about that as well. Last call here for questions.

Scott: Last call here for questions. And by the way, if you have staff members and you want them to be a part of this conversation, I do not mind staff members being being a part of the Facebook group at all. So you might just have to tell them to let us know because this is a closed group. Emily, let's make a way to make sure that if somebody has a staff member they have a way to let us know that they're a member, organizational or member business and we can have your staff members in here because sometimes you might say, hey, instead of asking me that question, go ask the Facebook group and get answers from there. And so I don't mind that, I'm glad for you to do that. So make that note there and we will try to make that happen as well.

Scott: Awesome everyone. Hey, listen, I thoroughly enjoy doing what I do. I really do believe that when I help you, I am helping your members and that's a multiplicative, that's the word. A multiplicative effect that I am having through you into the lives of your members. And so I always, always want to thank you for the privilege to be able to come alongside you, to come alongside your membership business, help you multiply. I look forward to great things happening this year and so let's kick it off and be on the lookout for our masterclass. I don't have the date for in front of me coming up next month. Plus I am releasing some new things. I went through and doing this very same thing that I did with you.

Scott: I do in my business and going through my content catalog and categories and looking at the calendar and things like that, you've seen some announcements. Coming starting February first there's going to be some new tools in your membership site. As matter of fact, if you go to your membership site right now. you know what? I'll pull this up, I'll put on a my screen and let's see, here it is. Mine looks a little bit different because I've got the admin access here. So you might be seeing this membership accelerate over here, we are in the process of building this out where every month you're going to get a marketing tool and a marketing training where it's going to be specifically on marketing, limited to just marketing.

Scott: And you're going to get tools and templates just on that and I'm going to give you the training on how to implement that template and that's going to be coming starting in February. And then you see here, the private Facebook group opens up here so you can join directly from there. So be keeping an eye on your membership site here so that you can see all the new tools that I'm bringing into the group in this coming year. Karen says, let's see, I think you said you've got a question over here that you put in the Facebook group. Let me try to pull it up. Okay, question right now. My membership was just changing. Yes, it is. We had an email going back and forth this morning. It's just set up video content that is available all at once monthly at the lowest level.

Scott: I'm thinking that the higher levels would integrate more weekly engagement or should that take place at any level? I would have to see Karen because I know you're a teacher, I'm fine with a little bit of the weekly, I don't know what the lowest level of membership it would actually get consumed weekly but it all depends because I know you're a teacher. So if you're telling me I'm providing an hour long piece of content every week for my lowest month membership then I would say no, don't do that. But if you're providing about 15 minutes, just some thoughts help people on on the right direction each week like a devotional that's 15 minutes home and providing that weekly for your lowest level, I'm fine with that. We can take that question offline a little bit, if you need to, if I need to clear that further.

Scott: But knowing that you're a teacher and you have a tendency to just go for like full board. So everything you know about that particular thing, I would say trim it

down and as long as it is something that they should be using. Because you're a believer and you're in the ministry, I use the reference of don't cast pearls to swine. So let that be the driving thought for you and I'll leave you on that thought and we'll talk more. So I'll put some comments in here and let you know as well. So I'm going to consider that's it for now. Emily, am I missing anything?

Emily: I think we covered everything.

Scott: Awesome. All right. Well, hey listen, again, as always it's a privilege to be able to come alongside you guys. Have a great rest of your day. Go to work on this content system because when you do you'll probably find that you're able to create other levels of membership, higher levels of membership, get paid more, provide better content for your members and ultimately have less people cancel their membership. So do that, let me know how I can help you implement this and as always, thank you. Have a great rest of the day. Enjoy. Here's the song, we play it again. (singing). Where was it? Here it is. Boom, boom. I didn't even think about that, just animate that real quick. All right, enough playing. You guys have a great rest of the day.`