

Membership Multipliers Masterclass

Using a Webinar to Sell Your Membership (Even While You're On Vacation)

With Scott Whitaker

All right. Now I just started the broadcast, so you guys should be able to see me. Should be able to hear me. What I was saying was, is I gave Emily the day off. And, so I am running our masterclass by myself. So, if you see me looking over here, I'm looking at all this technical stuff. I've got like five windows open over here, and then I've got the camera here with my main screen right here.

So, we're going to give everybody just a moment to login, and then we're going to get started. It is going to be a packed masterclass. I had a bunch of requests for doing a webinar that sells even while you are on vacation. That's what I titled it, and I'll get true story behind that that I'll share with you. And so, I put everything together because I didn't want to leave you hanging.

Not give you enough that you would be able to do and really set you up for success. So, we may go a little bit longer today, but that's all right. If you have to jump off early, you're going to be able to get the recording in your membership site, which by the way, let me just make sure that everything is recording here, and we're looking good. Okay.

So, again, this is why I have Emily running all of this sort of stuff behind the scenes here. So, if you can hear me, and you can see my screen, do this for me, go ahead and type in the chat box and let me know that you can hear and see my screen and hear my voice. So, if you would, type and let me know you can hear me and see me. All right, so, Tom, I appreciate you, chiming in just real quick and saying yes. So I know we've got to others who are joining us.

I have got to ride at the top of the hour here, so we're going to go and get started. Welcome to our membership multipliers masterclass. Today is going to be a little bit longer. If you're just dialing in, you may have heard me not say this before, but some of you may have heard me say this, it's gonna be a little bit longer just because I want to make sure I do everything possible to give you as many tools possible to set your webinar up for success.

So before we get started, as always, let me share with you just a couple of announcements. Number one is, is if you haven't joined our Facebook group membership marketers, you get the URL right there. Be sure to request to join that. You can request. It's a private group just for members only. So you have to submit a request to join the group. And I believe everybody who's requested has been accepted so far.

So, if you've not submitted a request to be accepted inside that group, be sure to do so. It's going to be a great community where you can post your links to your membership site, post your

special offers, your trial memberships, you can post emails, you can post all sorts of stuff and get not only my feedback on it, but the feedback of others who are in our membership. Then also, I added a new benefit. I've been talking about this for a little while now.

A new benefit to your membership; your price, your investments, still the same. Nothing's changing there. I'm just trying to add more value to your membership in membership multipliers. So every month I am doing another masterclass. Sometimes it'll be live, sometimes it'll be prerecorded. I did this first one prerecorded recorded just because I wanted to get it done pretty quick, and the dates were kind of conflicting with this masterclass and so forth.

But there is what I call a four day membership generator inside that membership accelerator. You just go in to the membership site, you'll see membership multipliers and then right next to it, you'll see membership accelerator. Click on that. It's a four day membership generator. I give you a training that I did on how to take four simple emails and utilize them.

Actually, I think it might be five, five simple emails to utilize them over four days to help you get more members, and it's a proven method that I use. And as I'm always doing this for my business and for my private clients, I then turn it back and share it with you guys. So be sure to log in there and get that additional bonus training inside your membership site and enjoy that.

And then also just a couple of updates. Some things that I'm doing over the next few days. You can see, I pretty much have a packed February. So, February fifth through the seventh I'm going to be in Atlanta with my good friend Kim Walsh Phillips. Actually Kim and I, next week I believe on Thursday, we're going to do a webinar together. Really might not be for everyone here. It's going to be on how to start a membership.

So, how to start and launch a membership from scratch. So, she and I are going to be together February fifth through seventh, and then we're going to do that live webinar, I believe on that Thursday, which would be what, February 7th? So, be looking for the registration information on that. If you want to join us, feel free. Again, it's probably a little bit remedial for what you do and where you are in your membership because most of you already have an existing membership business.

So, that's going to be a great week. And then after that, I fly out to New York February 11th through the 13th. Hope it warms up just a little bit before I go up there. But, I am going to be with Clint Salter, one of my private clients and he runs the Dance Studio Owners Association. So, I'm going to be working with him on creating a new membership level for his membership.

And then San Diego, I'll be out there for the traffic and conversion conference and doing some things behind the scenes back there with some of my clients. And then February 28th to the March second, I'm going to be with Michael Rosbrook up in LA. So just take the short drive from San Diego to LA. So I say all that because as always, if you're in any of these areas, and you want to get together, if you're going to be a trafficking version, anything like that, let me know if I can make it possible and meet up for coffee or something like that.

Allow you to pick my brain on membership. I'd love to do that and just shoot me an email if that is you. Okay. So, let's talk about using a webinar to sell your membership even while you're on

vacation. But before we get started, I'd like to share this quote from Stephen Covey, because it's going to be applicable to what I'm going to teach you today. And it's with the, begin with the end in mind.

Begin with the end in mind means to begin each day, task or project with a clear vision of your desire, direction and destination. Then continue by flexing your proactive muscles to make things happen. Well, that's what we're going to do with a webinar. A webinar all starts with the end in mind. It's not just so that you can jump on a webinar and meet some people online and share some really good content and so forth.

It really is to think about what is the next step I want everybody to take as part of the webinars. So, I'm going to tie this in a little bit later, but I wanted to start our time together by begin with the end in mind. So the end in mind for our time together is that I want you to have a webinar that sells even while you're on vacation. Now, I recognize some of you, you've never done a webinar.

You may even be thinking, "Why should I be doing a webinar?" And I've listed some reasons here on your screen. Number one is it gets people to raise their hand. What do I mean by that? Well, think about this in the mind of your prospects. For most of you, I mean, your prospects are out there on your email list. And you inviting them to a webinar to take some sort of action and actually having them register for that webinar pre-qualifies them.

It gets them to raise their hand. It gets them to say, "Hey, I'm interested in the content that you have. I'm interested in what you provide. I'm interested in learning more about what you do." For most of you who are joining on this masterclass, you came to me by a way of a webinar. So, it gets people to raise their hand and say, "I'm interested in learning more."

Number two is it provides a different media for you to sell your membership. Many people, they're trying to just sell their membership online by way of their website, and hoping that people will stumble across their membership page and just actually sign up. Others, next step would be, I'm using email to try to get people to sign up for my membership. Others might be saying, "Hey, listen, I'm trying to use Facebook ads to get people to sign up."

Which by the way, that's a big leap from Facebook ad, which is called cold traffic. People who don't know you to then immediately get into membership with you. So, this provides a different media for them to another next step, in front of that membership velvet rope that you have. Next, it builds the relationship on the front end of your membership.

Thinking back, those of you who attended the webinar with me, and I'm going to share with you the behind the scenes working of that webinar. But you began to know me because I shared my story. I shared results. I gave really good content. We built up a relationship just during that time on the webinar to where it initiated it. Email can be so cold, just so cold, and it's impersonal, and it's hard to convey tone and convey voice.

I mean, think about right now, if I was to take this masterclass and just try to do all of this via email. No, I mean like you see my picture here, I'm on camera, you see my screen, all of that sort

of stuff. It helps build the relationship just by doing a webinar. Then lastly, and this is just four reasons I came up with, is it works. It works even when you don't have to.

So, the webinar I'm going to share with you, my webinar consistently sells anywhere between 12 and 20% even without me being there. I've made it to where I've been able to do this webinar and not have to be there live, and I'll talk with you about that, but like I'm able to go and do things. So true story here. I was traveling overseas, this is my youngest daughter on the left there where she and I were taking a selfie together.

I was traveling overseas and during that time I was traveling overseas, I was doing a webinar where I didn't have to be on the webinar, and it was selling. It was inviting people into membership. Another time where I was traveling to New York, this is my wife and my two daughters. Somehow I know that we ended up with two blonde, beautiful girls. But my wife and I, and our daughters, that afternoon, we were out on Broadway.

We were going to go see Phantom of the Opera right there. And a webinar was going on right at that time. So, I was actually able to get this webinar working for me, getting people into membership for me without having to do any of the work at that time. So I could spend time with my family, I could spend time traveling, I could spend time doing things that I enjoy doing. And that's what I want for you.

So, let's talk about this live versus evergreen. Obviously, in order for me to be overseas, and in a different time zone like I was, and go to the Phantom of the Opera with my family, I was doing a evergreen webinar. Basically, evergreen is a webinar that can be used at any time. It's not time bound, it's not dated or anything like that.

I don't talk about what the weather is outside. I don't talk about the time of the year. I don't talk about the day, the time of the day or anything like that. It's just an evergreen webinar that I can use at any day, anytime during the day, any week of the month, and any month of the year. Now, that's an evergreen webinar. You obviously know what a live webinar is, but let me tell you just a little bit of some of the facts about the two.

A live webinar typically will sell better than an evergreen webinar. I don't know why that is. All of my friends that are doing webinars, they're experiencing the same results. All of the data, all of the metrics that I've experienced personally, a live webinar will typically sell better than an evergreen webinar. But you should be doing both. Do live when you can, do evergreen when you can't.

And when you want to go travel, and when you want to be out on vacation, or your schedule just doesn't allow it. Number two in evergreen webinar, obviously it sells when you can't be there. So, that's when you use it. It's when you say, "Hey, I can't make it to that webinar, so we're going to set it up as an evergreen webinar and have that running for us."

Number three is you can build interaction so that attendees can't tell the difference. I already gave you a hint at that. Like don't reference the weather outside. Don't reference the holidays that you may have just experienced. Don't reference any of that and build it so that it is not time bound. It's evergreen. So, I'm getting a lot of these questions out of the way in the very beginning

here because I know if I don't answer them, you're going to have these questions, and you're going to be thinking, "But what about this and what about that?"

I want to get these out of the way first and then focus in on how to build a webinar. So you might be thinking, "Well, what software should I use?" Well, I like to use GoToWebinar for live webinars. That's what I use for our masterclass here. I like that system. I like to stick with a system that I'm familiar with. Obviously, as you can see, sometimes I'm not as familiar with it, especially when my assistant is taking a vacation day or what.

But I like to use GoToWebinar and then Zoom webinar. Zoom webinar is out there. I don't know a whole lot about it, but it is another valid option, and it may actually be less expensive than GoToWebinars. So, it could be a cost effective software for you. And then webinar Jam is another one. And I think that one honestly is probably the least expensive of all of them.

They're all going to have their own individual quirks. And what I mean by that is it's software. So, they're all gonna have their own little hang-ups. This software does one thing, that software does another, this one does this, but this one doesn't. So you just got to find one that you like, that you find easy to use, and that you want to plug and play with and then just go with it.

My thing is, is I always look at like, I stick with one just because I look at it and say, "You know what, if anything is ever going to go wrong, it's going to be because I played around with the software behind it usually." So stick with one, go with it, but test them out, find one that is right for you and then stick with it. And then for evergreen, the one that I like, and the one that honestly I would feel comfortable recommending to you is Ever webinar.

Now Ever webinar and webinar Jam, they're owned by the same company, so you might be able to get a deal on both of them if you purchase both at the same time. Just a little knowledge there on that insight or knowledge. But Ever webinar is the one that I liked for Evergreen webinar. Again, they all have their limitations. Some of them do better connecting to your CRM, your database, whatever it may be that you use.

Others, you might have to do something more manually. But these I use Fusion Soft. I can get both of these to connect with my Fusion Soft application and automate things from there. So, that's on what software you should use. So, let's talk about how to build your actual webinar presentation. And again, as we get into this, if you have questions, don't hesitate to put your questions in the chat box there, and at the end of our time together, I will answer your questions.

I will take some time and go through the Q and A and make sure that they all get answered in. If you have to leave, put a question on there, and I'll answer it and you'll have it that way. And if you let me know that, "Hey, you have to jump off this masterclass a little bit early," then I'll be sure to follow up with you and make sure that you get a personal response to your question as well.

So, building your webinar presentation begin with the end in mind. That's how we started this masterclass out. Build your offer first. You see, most people when they think about building their webinar, they start with a blank screen, or a blank PowerPoint template and think about, "Okay,

what do I want my title to be? And then what should I have after my title slide?" And like try to build it from the first slide to the last slide.

This process I'm giving you, I want you to first say what do I want people to do? What action do I want them to take? Now, this masterclass, this is not a sales process. I'm not here to sell you on anything or anything like that. You're in my membership. You're getting this as part of your investment. And so, there's no sales process.

So you don't want to operate your webinar presentation as if I'm doing this masterclass. That's not the way to go about it. But I want you to think what is the outcome that you want people to take or people to have as part of your webinar? Now again, I'm going to share with you step by step this process, and my actual webinar slides. Now, don't try to write everything down. Don't try to copy it, take screenshots or anything like that because I'm going to give you my actual PowerPoint presentation.

I'm going to give you the PowerPoint presentation, it's going to be one of the downloads that is just right on the page there with your masterclass. If you're watching the recording, it should be right below this recording, this video that you're watching. And so, I'm going to give you my actual slides in order, but I'm going to take them out of order in this presentation and show you the end in mind.

So for me, what I did is, I built my offer and my offer, and your offer must have the repellent of who this is not for and attract who this is for. So as you think about your offer, I want you to think about, "Okay, who is my offer for and who is this not for?" And I want you to think it through in the sense of who am I trying to attract in my membership?

And you might think, "Well, I want as many people as possible on my membership." But that's not always true. If you want members who are actually going to be able to make the investment on that annual or a monthly basis that your membership is set up for it. So I want you to think about who this is not for and who this is for. Then I want your offer to have three components.

I'm going to show you those components in a moment, two bonuses. And then I want you to make an outrageous guarantee and then have a fast action bonus. So again, I'm going to share with you the slides of my offers so that you can see that I'm attracting who it is for and who it's not for. There's three components of it, of the offer, the bonuses, and then the outrageous guarantee that I make, and a fast action bonus to get people to take action right then and there.

So, let's look at this in the sense of what your offer must have. So immediately, this is my transition slide. This is where I introduce, this is the toolkit that I want them to have. So, you can solve this with the triple your membership in 21 days and do it over and over again toolkit. This is my actual slide, but this is not for you. Listen, this isn't magic.

This toolkit works, but you have to be willing to do what it takes. If you're looking for some magic bullet, something that is just automatically going to put members into your membership, that's not what this is about. You know, I'm looking for people who are serious about leading their membership business. I'm looking for people who want to take action and really truly help people via their membership business.

Listen, if you're MO is to lie, cheat, or steal, just trying to get people in your membership so that you can get their payment info and charge them without their knowing, then this is not for you. I'm a man of faith. I want to be proud to say that I am sending members your way. So I got a little bit into my webinar presentation there, but that's what I'm doing.

I'm saying, "Hey, listen, you need to be willing to put some work into this, and this does work, but you have to be willing to do what it takes." And then I have a little comment there about, lie, cheat, or steal because you know, I've seen membership businesses out there, people trying to be deceptive. But then I go into here's what you receive.

Again, I don't stay on this slide long. I just throw it up. You're going to get proven trial offers. This is component number one. Okay. So I told them I'm attracting who I want, repelling who I don't want. Component number one. So, components number one is made up of these things. You're going to get proven trial offers that will help you get more members. And then I break it down here.

You're going to get members to stay longer, increasing the retention, multiplying your membership. You'll be able to get members and have them say, "Wow," when they experience your membership and increase their engagement. You've got to get a plug and play template that you can use to take the guesswork out, taking a member from sign up to fully engage. And then I put the value there of 297.

Now, it's important that you put the value of this component because I'll unpack it a little bit later, but this is component number one. I take my time on this. Now right now with us, I'm trying to rush through it because I have like over 100 and something slides I need to get through so that you can see this. So again, download the PowerPoint that I've got and that you'll get later.

For those of you who are alive, you'll get this later. Download it and then plug and play your template into this. Okay, so component number one, you put your component number one here. You tell them what is part of it. Focus on the benefits, the outcome, not the features. Notice I don't say you're going to get a membership site where you're going to be able to log in, and you're going to be able to have this at your access at any time you want.

No, I'm talking about that outcome that they're going to experience, the benefit, not the features, the benefit of the offer that I'm making to them. Now you've got the value there. Then component number two, you're going to get the blueprint to turn prospects into new members. And then I outline this. You're going to get proven marketing tools that'll help you identify your prospects and get them to become members.

You're going to get marketing triggers that will compel people to sign up for your membership. You're going to get scripts to handle objections and help people overcome their fear of taking your membership. Again, this is valued at 297. So, this is component number two. I outline it with three sub-points, give the value on it there. Then again, this is all very slowly that I go through this during the webinar.

You're going to get a step by step process to go from signup to fully engaged member. You're going to get creating options. You're going to be able to create options for your membership that

will automatically create greater value for your members and immediately put more money in your pocket. You're going to build a membership ladder that will give people an opportunity to upgrade their membership or downgrade their membership and ultimately avoid cancellations.

You're going to get multiple ways to get members, so you're never relying on just one way to get members, which by the way, you shouldn't be relying on just one way. This masterclass and you having this webinar is going to give you another way by which you're going to be able to get members. Again, this is valued at 297. Now I go in from my bonuses.

So, I gave component one, outlined it, value. Component two, outlined it, value. Component three, outlined it, value, and now I'm going to the bonus. Bonus number one, you're going to be able to take the guesswork out of what you will provide your members month after month. Never worry again about providing enough for your members. You're going to know with confidence that what you're providing your members is well worth what they pay for it if not 10 times more.

You're going to get increased engagement in your membership that will keep your members from quitting. This bonus alone is valued at 497. Okay, so again, component one, two, three. Bonus number one, I outline it again, benefit oriented, not features, outcome oriented valued at 497. Then bonus number two, you're going to get two free months of membership multipliers.

You're going to get me working on your membership business. Imagine having a membership expert helping you get more members every month. Many of you, you saw this webinar that was one of the things that drove you to sign up. So, then you outlined this bonus number two again, each of these, and this is a real world value, two months of membership, 594. That's the value that is this bonus right here.

Then here's everything you're going to receive. I mentioned to you that you're going to get the proven trial offers. On this slide what I'm doing is I'm recapping component one, two, and three, bonus one, two. So you're going to see this, you're going to get the proven trial offers that'll get more members at \$297. The blueprint to turn your prospects into new members, \$297.

You're going to get a step by step process to go from signup to fully engaged member. Again, another \$297 value. Plus, I'm going to give you the bonus training of taking the guesswork out of what you're going to provide your members, and the bonus of two free months in my membership multipliers, so I can come alongside you and help you with these trial memberships.

All of that, if you add it all up, that is a total value of \$1,982, but I got some good news for you. You join me on this webinar, you're not going to have to invest that. You see, there are times when I offer this on my website regularly at 997, and I'll do a special promotion and I'll email it to my list, and I'll let others know, and they can pick it up at 997.

But since you joined me on this webinar, you're not going to have to invest that either. Now I told them I'm going to pause here because I was in the midst of my pitch. I gave the value of everything all lined up right there that they're not going to have to pay the total. They're not going to have to pay what I regularly will offer it at.

But notice I didn't tell them quite yet. I did not release the amount that they're going to invest. That's because today only I go to this slide here, you're just going to invest just 297, just 297. You're going to get all of that for just 297 scene. See, when I mention the amount that the investment is, I want the call to action to be right there.

So for just 297, all you gotta do is go to multiplmymembership.com, and pick up this toolkit, and you'll get everything I mentioned. But, I want to give you my personal no risk, 100% money back guarantee. Again, I want you to have this guarantee. Now on this slide, a couple of things are happening. I have not removed that call to action. The call to action is at the very bottom.

Go to multiplmymembership.com, and they'll see it. Okay, so I want you to have your call to action there and then I want you to have a guarantee. You have a full 30 days for whatever reason to test this and just refund it. If it didn't work for you, that's fine. Then after that 30 days, I'm going to give you up to a full year. Up to a full year, you can get a refund.

All you need to do is just let me know six strategies you implemented and honestly look me in the eye as best as we can, over the phone or whatever, or via email, and just let me know they didn't work. If my tools don't fit your toolbox, then I don't want you to have my tools, plain and simple. Plus you get to keep all the bonuses, and the goodies I mailed you each month. Okay.

So now this is my outrageous 100% money back guarantee to just remove the risk from them to basically say, "You know what? If you get in this thing and next week you don't like it for whatever reason, I'll refund it, and you get to keep whatever I've given you. And then I'm going to ride with you up to full year." So, you have an opportunity. This is a two pronged double risk money back guarantee.

Okay. So, think through your guarantee. Outline it. Then again, give them the call to action. All you need to do is go to multiplmymembership.com. But if you're one of the first to order, right now, you're going to also receive an additional fast action bonus, is the 15 membership multipliers proven tools to help you get more members. Listen, just one of these tools will help you get more members.

You're going to get 15 of them. Others have implemented these tools and have multiplied their membership by 57%, and I've got the testimonies. By the way, I never put numbers up there or testimonies that aren't real testimonies or real numbers, so it's a real number. Others have implemented these tools and have multiplied their membership by 57%. I want you to never have a stagnant membership again.

This fast action bonus alone is valued at 197, it's yours. All you gotta do is go to multiplmymembership.com and again, I've got that there. Then I remind them, you're going to receive this. I go through it slowly. Total value is not one 1,982 is not 97, it's just \$297 but only if you go to this special link at multiplmymembership.com.

And then remember, and this is where I start to draw the close of the webinar. Instead of just adding members, you're going to be able to multiply your membership. You'll be able to create a trial offer knowing that people will take it, and you'll be able to help more people and fulfill your

purpose in life. Now, these are part of my components that I use to teach the actual webinar, the content.

Now I'll leave it on this last slide in the webinar that way, and so, at the very end of the webinar, this is what they see. It's go to multiplymymembership.com, then go to the sales page. That's the order form, they were able to pick it up from there. Now again, this is your offer. Your offer is to build three components, and Lisa I see your question, I'll answer that at the very end there.

Build three components and value it and then give the sub points underneath it, and then give the two bonuses, and then put that together, and then show them the complete value of everything. Outline it and then show them the fast action bonus, all of that there. Follow this process. Don't play with it. Have it, see it, let it work for you. Okay, so that's building your offer first.

That's beginning with the end in mind. That is where you want to take every person who signs up for your webinar, who attends your webinar. That's ultimately where you want them to go. Now, that was just point number one. How do we build your webinar presentation? Number two, I want you to build three main teaching points, three supporting stories, and then three testimonies to support each main point. Okay?

Again, I'm going to show you my slides and how I did this, but if you think about this, this should be somewhere around nine slides, three main teaching points. Underneath that, each main teaching point, you're going to have the supporting story, and then you're going to have three testimonies under each main point. Now you're about to see more than nine slides just because some of my stories, I've put on the other slides, and some of my testimonies I put on other slides as well.

So, three main teaching points, three supporting stories, three testimonies to support each of those. What does that look like? It looks like this. So, the single most effective tool to triple your membership is the trial membership. I'm telling them, most people take a big net approach. When you do this, you spend money on marketing that doesn't work.

When you spend money on marketing that doesn't work, eventually you're going to go broke. So, I outlined this fear for them, and I go into teaching mode on this. Now when I say teaching mode, one of my default is to be a teacher. Your default may need to be a teacher as well. But you gotta be careful. If you really want to truly help them take a next step, you cannot teach them too much.

I'm telling them that the most effective tool to tripling their membership really is the trial membership. Many of you have experienced this, like you're using trial memberships in your business in your senior membership grow. So, they don't know that, they're not seeing how they can use a trial membership. So, I'm sharing with them that they can, and I'm giving them this teaching point here.

Now, I back this up with a little story because what I tried to do is people love stories. I try to share with them a story to help support it. It's really a metaphor. You know, there's a right time to use a net, and a right time to use a bait and hook. Now again, I tell you what I'll do, I'll put the

video of my webinar also on the download page here, and you can watch me tell the story a little bit because I don't want to go into it.

I tell this story, and I get them thinking about their membership from a different perspective, and one that they might be able to identify with. And even if they're not able to identify with fishing, they'll definitely be able to understand a little bit better because, I tell that story. So, but again, I use this as my story, and I tell them what they need to do.

You customize a trial membership to your specific prospects, create a trial membership that enables your prospects to get a taste test of your membership. And then you have to use the right bait to get them. By the way, I can show you how to do that. Now this is where I interject this testimony. And again, I'm not telling the testimony, "Hey, here's a great testimony I got from Bill Hyde." I tell the story.

So, some of you heard this story. The story is about me getting a phone call from Bill on a Friday afternoon. Bill said, "Scott, I need you to go to work with me on my membership." It's something that I had worked with him previously on, but he didn't stick with me. And so he called me out of desperation, literally said, name your price. And I said, "Bill, it's \$10,000," and Bill said done.

And I told the story a little bit more. Basically the outcome was, we created a trial membership knowing that his prospects would take it. We customized that membership to give us new members the best experience possible. And this is his testimony that he gave me. In just 24 hours, our membership conversions went from 14% to 71% with just one simple tweak we discovered from Scott.

So, I share that to support the story that I shared to support the main teaching point that I just gave them. By the way, up to eight months later, he had over 91% retention for that trial membership that people took from him. So, that was story point number one. Story number one, I gave them some action, testimony, number one. Then I go into point number two, I want you to turn prospects into signups.

Most people only offer one way to sign up for their membership. It's go to this hidden page on your website somewhere. No doesn't always mean no. Here's what I found that just because you send out an invite to people, and they say no to your membership once doesn't mean they're going to say no every time. You need to have an intentional step by step process, you cannot leave this to chance.

So, let me tell you about the time I was told no. And again, I shared this story. A time where one of my members, Stacey, she called me, and she said, "Hey, listen, I've got six businesses. I'm not sure I can do this, and all of this." I was basically, I go into the story. I'd tell how I was able to keep her from quitting to ultimately upgrade her membership in the membership here.

Then I tell them what they need to do, be prepared for when people say no, and always have an opportunity for them to say yes. When you have multiple choices, you'll have multiple streams of revenue, and the right pricing strategy will help you create a profitable membership business. Again, ties back into the story. Then I shared this testimony here from my good friend Kim Walsh Phillips.

In just 30 minutes of going through Scott's program, we were able to multiply our membership revenue path by more than 300%. I was able to show her all of these opportunities by which she was able to take her membership, create more opportunities for members, and ultimately get them to upgrade or downgrade their membership and create trial memberships to be able to test it and put it together.

So I share this testimony here again. So this is testimony number two to go with component number two, teaching lesson number two, and story number two. Okay, this is number three, component number three, or point number three. Move your members from signup to fully engaged. Again, I teach that when somebody joins your membership, they don't think they're a member yet. You think they're a member, but they don't.

If you get people to engage their membership, if you don't get people to engage their membership, they're more likely to quit. You won't be able to help your members like you promise. So, did I tell the story about the time I joined the gym? I think I've shared it many times before. Again, if you want to hear this story, you can listen to the video where I share this, but again, this story backs up what I just taught them, and I'm sharing the story.

And then I tell them, excuse me, I tell them what they need to do to get them to take action, create value there, know exactly what you want your members to receive. I want you to give your members a quick win that will make your membership their membership, and answer this question, what do you want your members to do in the first day of their membership?

Now I'm gonna pause here. On each of these slides where I've told them what you need to do, notice I'm not giving them explicit instructions. I'm telling them, "Here's what you need to do. You need to know exactly what you want your members to receive. You can't let this thing just happen by chance. Somebody signs up, know exactly what they're going to receive, give your members a quick win." How is it that you can get your members a quick win? Answer this question.

What do you want your members to do in the first day of their membership? So again, I'm giving them actionable items, but I'm not telling them, "Here's what you really should do for your members to do in their first day." That's what I share in environments like this. I talk about quick wins, I talk about where you want them to receive and so forth in environments like this.

And I break it down further for them. I don't do that on this webinar because I want them to take my offer at the end of the webinar. Then I talk about, here's the third testimony. This is my friend Adams Hudson, who sold his business for seven figures and because of Scott's program, we were able to sell our membership company, Hudson Ink for more than seven figures. He says he now only works three days a week, and he continues to profit from the business that he sold.

So, again, I let them see like great things really can happen as part of this. So, that is the component, the teaching slides, plus the story slides, plus the testimony slides. That's two, three, and four of building your webinar presentation. Then the next one is I want you to add your transition statement from your content to your promotion.

Add your transition statement from your consent to your promotion. I'm going to show you mine. This is where it is. I tell them, so far, again, this is before I go into my pitch. This is after I gave them the testimony by Adams Hudson. I tell them so far you discovered how to create a trial membership that attracts new prospects, how to take those prospects and actually get them to sign up for your membership, and then move people from your membership to my membership and get them fully engaged.

But you might be saying to me, "Scott, okay, I know how to build a trial membership, but how do I multiply my membership?" Well, you have two choices. There's the trial and error method. That's where you can take everything that I just shared with you today, and you can go out, and you can create your own trial memberships. You can create your own process answering the question, what do I want my members to get in the first day?

You can try to on your own, move them from signup to fully engage. It's a valid option, or you can implement a proven process and get results quickly. You can take my years of trial and error and learn from me and use these proven methods that are being used not just in my membership business, but in membership businesses that I coach, and my private clients. And you can quickly get results.

You can bypass all of the trial and error with this proven process. That's my transition statement. That's how I go from the teaching part portion on into what I would call between us is my pitch. My offer. You know, so you can't just go directly into your offer and say, "Well, hey, if you really want to do this, here's what you should do. Pick up my membership or pickup my resource and let you and I go to work together, and here's the resource."

And you're going to get how many of our cds and you're going to be able to get a membership site. You're going to be able to get that. No. That's not the way to go about it. You have to have this transition statement, and I am giving them two valid choices. There is a trial and error method where people go on their own. Quite honestly, Bill Hyde, he took the trial and error method after a while.

Like I gave him how to do things, and he did trial and error and said, "Hey listen, I can do this on my own. I don't need your assistance." He finally came back to me and said, "No, hey listen, I need you to help me implement a proven process that gets results." Now, I'm not saying that in this webinar, but that's the options that I'm giving people.

I want them to know that they can take what I've just taught them, and they can go on their own. Next as the end, the offer. So far we've built out the offer. We've built out the main content portion, and we've written our transition statement from the content teaching into the pitch. Now I want you to write out your story. This is where we now are starting to work on the beginning of your webinar. So here's my story.

Imagine if you woke up tomorrow, and the number of new members you had last week you're now getting in just one day. Your retention rate jumped over 90%. The amount of revenue you did in last month, you're now doing in just one week. So, I'm starting this story by getting them to imagine what if things were different, then I let them know it's not your fault.

No one has shown you how to make your membership double or triple using one simple strategy until today. Why should you listen to this guy? And now this is where I'm into my story. That was my introduction to my story. This is my story. Now, I've told this story before, this is a picture of me. Somebody Photoshop this obviously, but I'm a big UFC fan. I used to be a model, I used to do magic.

I used to also be a pastor, and I got involved with a friend of mine who was a coach, and he's also one of my coaching members now to where he asked me to join his coaching for pastors. And I'm telling the story, and then now he's actually saying this, it's not an exaggeration to say that this membership talking about the membership we built together wouldn't exist. And this is a testimony that I've built into my story.

And I'm talking about the story where I had a membership business. We started out with 72 members. We grew to 350, but as great as 350 members sounds, I knew something had to change. It was stagnant. Our members were disengaged, we were losing money. So, there had to be a better way. That's where we went. We found an expert, and we went from adding to multiplying.

We went from 350 members to over 3,127 members. Our revenue went from over 600,000 to over four million dollars. But you might say my membership is different. Well, that was for pastors who are living on less than 35,000 a year. So, why am I teaching you this? And I talked to them about why am I teaching this? This is all part of my story. You need to write out your story, your origin story. How did you get started doing what you're doing?

Again, add some personality here, share your story of how you went from a mess to success, whatever it may be for you. I remember part of my story was, is our membership was stagnant, disengaged. We were losing money. That's when I went to Nelson and said, "We've got to do something different. We've got to go from adding to multiplying." And that's when we went from 350 to over 3,127.

Now I have this transition here of why am I teaching this? Because, I want you to stop the cycle of stress to mess. I want you to experience financial freedom and ultimately, I want to help more people, and I want to help you help more people. And then this is where I give them the overview of what I did. Now on this slide right here, my transition from my story to the content is this slide right here.

So, here's what you're going to discover today. You're going to discover the single most effective tool to triple your membership. You're going to discover how to turn prospects into signups for your membership. You're going to discover how to move members from sign up to be fully engaged so that they stay for the long haul. Now again, this is point one, this is point two, this is point three.

That's all I did here. That's all this slide is. Then I have this little statement. Now, this is going to be an advanced tactic that I'm giving you. I learned it from my friend Dave D. On this slide, what I tell them to do is, is I say, "Now, if this sounds like you, if you're ready to do this, if you're ready to move from the single most effective and literally triple your membership, if you're ready to turn prospects into signups, if you're ready to take a sign up to be fully engaged in your

membership, so they actually stay for the long haul, go to the chat box and type I'm all in," and then I start calling it out.

I say, Lisa's all in, Steve's all in, Tim's all in. I start calling them out as they're typing in the chat box, I'm all in, and you want them to type in the chat box I'm all in. Because here's what I've discovered, and Dave told me this was going to happen. The people who buy on the webinar, they have all done this. Even on my evergreen webinars, they have done this.

I got them to engage the webinar and make a commitment at the very beginning to say, "You know what, I want this for my business. I want this for my business. I want this for my life. I want this for my relationships." Whatever it may be for you, I want you to tell them to go to the chat box and type I'm all in. Tom you're saying you lost audio. So, hey, listen, I'm seeing the chat box over here. Can everybody still hear me?

Tom is saying he lost audio, so I want to make sure that you guys can still hear me. I'm going to pause just a second here. Yes. Karen says yes. Okay. So Tom, I'm not sure what it may be for you, but yeah, Steve says it's okay. Others are saying that it's okay. So, you go, and you say, I'm all in. Tell them to say I'm all in. It's an engagement process that mentally gets them engaging your webinar so that as you go through this, when you get to your promotion at the end, there'll be more likely to take action.

Now, I said all of the buyers from my webinars, as I go back, and I look at the chat box, they've all done this. What I'm not saying is everybody who types this is going to actually buy. That's not true. Full transparency here. There's people all the time, they'll go there, and they'll say, I'm all in, but then they don't buy. But those who did buy, they did type.

So, I want you to have that as part of your webinar, it's an advanced psychological tactic that I'm giving you there that my friend Dave Dee shared with me. So then how do I build my webinar presentation? You write your introduction, you name your webinar. Now previously you wrote your story. Your story is not your introduction. So, that's your story. You've got to have the credibility builder of your story.

Take some time on it, don't skip over it. People have to get to know you. People have to get to know, like, and trust you as part of this webinar presentation. So, don't shortcut your story. Don't make it part of your introduction. Don't just skip over it. I want you to spend time on it. Quite honestly, I spend a great deal of time on my story because I want people to begin to see that like, "Hey, if this guy can do it with pastors, then maybe he can do for my members."

If they're making 35 grand a month or a year, if pastors are making \$35,000 a year, then maybe my prospects, they're making way more than that and maybe this will work for mine as well. So, I want them to have all of those sorts of thoughts to see from my story, and my motivation of why I'm doing this. Then I want you to name your webinar. So write your introduction and name your webinar.

So what does that look like? Well, here is the title of my webinar. So this was the title. Again, it's outcome oriented, makes a big promise, and it does in the sense that people can triple their

membership in 21 days using a trial membership and then use that trial membership over and over again seeing that happen. So, that's the title of the webinar.

Then the introduction. The introduction is, I want people to get on the webinar, and I want them to tell me where they're from. This is an opportunity where you're just giving people the opportunity to get dolled in. Listen, not everybody joins the webinar at the time that it's supposed to be starting. So you're just giving this opportunity for people to get engaged.

Like I do on this masterclass, I'll type in, "Hey listen, just make sure you guys can hear me. I want to make sure you can see my slides. You can see me on video, all of that sort of stuff." Now in the video I'm going to share with you, I have a friend of mine, Kelly Lamay, she is hosting the webinar for me. So she's doing a lot of this and is setting me up more as the expert being on the webinar.

Again, it's an advanced tactic. I still want you to do it. You don't have to have somebody introducing you necessarily, but I want you to start the webinar there. So again, write your introduction and the title of the webinar. Now on your introduction, you can be like, "Where are you from?" You could write and say, "Hey, as we do this webinar later on, I'll be talking about some of the greatest challenges you may be facing.

You could put that in the chat box or whatever." Again, this isn't a whole lot here. It's just really to get the webinar started and offer that. The other thing I do here is, is I want them to know upfront this webinar you're in the right place. This webinar is for you if you are a membership business owner or a leader. You have a membership business.

Again, what I'm doing is I'm letting them know I'm trying to attract the right people into this webinar. There is some people, they stumble onto my list, they stumble on to my webinar. I don't know how it is, but they did it and they're not in a membership business. They don't have a membership business. I also let them know, "Listen, hey, if you don't have a membership business, but you want to start one, this may not be the right place for you."

If you're frustrated, stagnant, again, I'm building this out here. I want them to know they're in the right place. Now, these last two sentences here, what I'm doing is, is I'm raising the pain a little bit. What do I mean by raising the pain? Raising the pain means I'm just pricking out a couple of pinpoints on them that say, "You know what? This is for you. If you're frustrated, and you want to get members who actually are going to stay with you.

If you want to attract new leads that become cash paying members quickly and easily, I'm raising the pain, you're tired of losing more members and money than you're getting every month. You're frustrated with a stagnant membership, then this is the right place for you." So again, that is all of the components now. Take a big breath, right? It's a lot. I know. I shared with you an hour long webinar in just about 58 minutes trying to break it down here.

So, I broke it up in how you should write the webinar, starting with your offer. Then moving on to your content, what you're going to teach. Then your story and having the transition slides there. Then ultimately to naming your webinars and writing your introduction. That's how you write your webinar. So this is what it looks like. Again, I'm not going to spend an hour going through this slide by slide, but I've got my title slide.

Throw it up there and say, "Hey, I want to welcome everyone. This is the triple your membership in 21 days and do it over and over again webinar. We're going to get started in just a moment, but in the meantime, hey, tell us where you're from. So go find the chat box and type in the chat box where you're from. And if you want to put the name of your membership business as well, you can put the name of your membership business," and I have them do that.

Then I go back in and then this is for you too now, this is where I start telling them; this is the right webinar for you. This is part of my introduction. Then I go to my story. Imagine if you woke up tomorrow, the number of new members you had last week, you're now getting him one day. Your retention rate jumped over 90%. The amount of revenue you did last month, you're now doing in just one week.

These are all things that I have personally experienced, but I want you to know it's not your fault. No one has shown you how to make your membership double or triple using one simple strategy until today. But first, let me tell you why you should listen to this guy. I mean some of us we may have met before, some of us we may not have met. So a little bit about me.

I love the UFC. I'm a big sports fan when it comes to the UFC, is the only sport I follow. But I don't follow any basketball, football, or anything else. I just love the UFC. Used to be a model. Make a little joke about that. That's not really me. Somebody Photoshop my head on that guy there made me look really skinny. I also used to do magic. Nothing up my sleeves today.

What I've got to share with you is real and practical stuff. And I used to be a pastor, and I got involved in membership businesses. The church is a membership and that's where I began to discover and learn more about membership. That's where I met this guy, a good friend of mine named Nelson Searcy. I got involved in his membership program, which was specifically for pastors.

And Nelson came to me because he was growing, he got to 72 members, needed some help, and so I joined his staff, and it was really the only staff member, just me and him, and I share the story there. We grew from 72 members to 350 members, and that was just by sheer strength and energy and us trying to do everything we could to grow the membership.

But then knew something had to change. We get stagnant, disengaged members. We were losing money. I knew there had to be a better way. So what did we do? We went out, and we hired some experts. Now some experts, quite honestly, they ripped us off. They took our money. There was no real value there. There was another expert that we hired. We paid him 20 grand just to go to work on our membership business.

And what I'm going to share with you is from those lessons that I've learned, the hard knocks, all the investment I've made thousands of dollars, and I'm going to take you from adding members to multiplying members. Remember that story where I told you where we had 350 members, and we began to multiply our membership. We went from 350 members to over 3,127 members.

Our revenue went from \$600,000 a year to over four million dollars a year. But right now you might be saying, "Well, my membership is different. That'll never work in my membership." Well,

that membership was for pastors that do on less than \$35,000 a year, and they were taking money out of their own pocket and putting into the membership.

So, why am I teaching you this? Stop the stress to mess, experience financial freedom, help more people. So, what are you going to discover today? Again, my three main title points here, teaching points. And then I go into the first one. Again notice the first bullet is the first point. I back it up, and then I add my story, and I tell them what they need to do. And then I tell them about the testimony.

Then I'm going to just go through these really quick. You're going to have all of this; second point, story, what they need to do, and then testimony. Third point; story, what they need to do, testimony. Then I recap it. So far you've discovered how to create a trial membership that attracts new prospects, how to take those prospects and actually get them to sign up for your membership.

Then, you've also discovered how to move people from saying your membership to my membership and get them fully engaged. But you might be saying, "But Scott, how I multiply my membership?" Well, you have two choices. You can do the trial and error, or you can implement a proven process and get quick results. This is my transition slide. That's why I'm making this available to you the triple your membership in 21 days and do it over and over again toolkit.

But first, who is this not for? This is a magic toolkit works, but you have to be willing to do what it takes. If your MO is to lie, steal, cheat, take from people, listen, I don't want you. If you're just trying to get people's credit cards, so you can charge them on a recurring basis, I don't want you to do this. I'm a man of faith, and I want to be proud to send members your way.

So here's what you receive. Again, component number one, value, component number two, value, component number three, value, bonus one, bonus two. Then I stack it. Everything is right there. It's not \$1,982, website not \$997, today only, go to multiplymymembership.com. It's just \$297. I give you my personal no risk money back guarantee. Outline that, fast action bonus. Tell them, go to multiplymymembership.com.

Remind them one last time, this is everything they're going to get, remember, and this is where I close it out. Instead of just adding members, you're going to be able to multiply your membership, you'll be able to create a trial knowing that people will take it, you'll be able to help more people and fulfill your purpose in life. So, that's where it sits. That's the end of the webinar.

And at times I may do Q and A. If I have a Q and A, typically I'll have somebody moderate the Q and A just so that they can filter out questions and send those over to me. Maybe there were questions being asked during the webinar. So, I'll have a moderator asks those questions to me. And then, it's one thing. So, that's the webinar. I want to continue the masterclass here, just show you, it's one thing to get people to your webinar and sign up for it.

But I want to talk about how to get them to show up. Because if you're going to have a webinar, and you're going to put all of this time, you've got this great presentation now, you've got your promotion at the end of it, you've got your content that you've spent time on that you're going to

teach them. You've written out your story, you've written the introduction, you have a great title for your webinar. All of over sudden, now, how are you going to get them to show up?

I've seen a lot of people, they just send out this immediate registration email hoping people will show up. I want you to send out four emails. Now typically, I do four because I believe in a tight promotion period. I only tried to promote my webinar within seven days. So, immediate registration email, the goal of this email is really to just confirm that they are registered. Okay? And then I send them a day before registration email.

What I'm doing here is I want to resell them on showing up for the webinar. Again, a common mistake I see people make is, is that they think just because people signed up, and you're sending them the link to login that you don't have to resell them. You do have to resell them on why they should be there. And then I send a one hour away reminder, and then a 15 minute.

The one hour away is just again, the goal of that is to remind them, the 15 minutes away is to get them there, to get them to show up for the actual webinar. So, the goal is to confirm with immediate registration, resell with the date before registration, remind with the one hour before, and 15 minutes away is to get them there. Now we got some really good news. You're going to get my templates.

I'm giving you not only the template for the webinar and how you build out those slides, you're going to get my templates that you can take and use for your webinar reminder. Okay. So, you don't have to write these from scratch. You just go in, change out all the necessary information. By the way, I played with these subject lines on getting people there. I played with these timeframes. Don't mess up the timeframe.

Don't say, "Well you know, let me do a one hour away but not do a 15 minutes." Now I have at times, since I'm giving you my sequence, I will say, I have at time if I promote a webinar on a Thursday, and the webinar is not until the following Thursday, I have at times added in like this week email because I don't want people to get an email on Thursday when they register and then not get an email for another six days, seven days later on Wednesday.

So, sometimes I'll send an email that will be this week. So, I'm giving you that in full transparency, but you're going to get my templates here that you can take and use. Don't mess with the time, don't mess with the goal of the emails that I'm giving you. Okay? Confirm it, resell them, remind them, and then get them there. Again, it's one thing to get people to show up for your webinar, it's another thing to get people onto the webinar. It's another thing to get people to buy from your webinar.

Now a common mistake is, "Hey, I did this webinar, some people bought, and that's it." I want you to have a process that gets people to buy after the webinar. Don't just put all this work into the webinars, getting them there to the webinar, having the webinar, and then having your call to action, and then not follow up after the webinar. So I'm going to give you my proven sales emails that I send out after the webinar.

They may look very familiar to some of you. You're going to get immediate sales email. Now where I like for this email to go out, I like for this email to go out right as I'm doing my promotion,

like the webinar's still going on. So if not, as soon as the webinar ends, get that email out and send it out to them. So, if I do my webinars at 2:00, I finish up my webinar at 3:00, then 3:00, 3:05, I want that immediate sales email to go out.

Then the day after email, I'll come in if I do a webinar on Thursday, I'll send a day after email on Friday. Now I'll remove them from any other emails on Sunday. The only emails they're getting is this sales email here. They're not getting any other emails from me during this time. I'll remove them from my other broadcast emails because I want them to focus in on this. So I'll send a day after email about how they joined me on yesterday for the webinar.

Then I'll send an email out on Sunday that says it's tomorrow, that'll be typically later in the afternoon on Sunday. And then I'll send an email out on Monday saying the deadline is today, and then I'll let them know that the deadline is ending soon. And I'll send an email out typically around 4:00, 5:00 that afternoon. Excuse me. So, I'm going to give you my sale sequence emails so that you can plug and play them into your membership as well.

So again, you get them on the webinar, I'm giving you those emails, I'm giving you the webinar template, and then the sales sequence after the webinar. Most people will buy on the webinar. This sale sequence is really to get those who are out there who are lingering, who are still trying to think it through. Maybe they have to get permission from their spouse, they need to talk it over, whatever it may be.

They need to talk with their boss, they need to talk with their business partner, whatever it may be. This sale sequence is giving them that opportunity to do that. Okay. So that's how to get people to buy after the webinar. That is going to be a separate download. I'm going to give you all these emails as part of the masterclass. So here you have it. You now have a webinar to sell your membership even while you're on vacation. Okay.

I would love to see some pictures of you out on vacation and say, "Hey Scott, here's a picture of me. I'm on vacation, and my webinar is running right now as I'm on vacation, and we're getting members, and we're selling products, or resources," whatever it may be. So, that is the masterclass. I know I gave you a ton of information in our time together, and I've gone over, but that's okay. I knew I wasn't gonna be able to just get all of this in to one hour.

We may come back to this in another masterclass later on, and really talk about how to tweak some of these things and make it even better. But I wanted to give you the opportunity to set it up for success and not only just show you how to build your webinar, but get people there and to sell after your webinar. So let's do this. I am going to take some Q and A here and let me just check on a couple things. Yep. All right.

So I'm going to do some Q and A and we are, let's see if I can do this. I'm going to stop sharing my screen. So now, I should be full screen. Can you guys still see me? I stopped sharing my screen, so I'm hoping that you can see me on Webcam. So, I should be full screen. All on yours. All right. So, let's handle some questions. Tom, you say where are all the downloads?

So, what I'm going to do with the masterclass after we get done here, I get the recording, my assistant, she's off today, but you should have everything before end of day, Monday, maybe

even sooner. Just depends on some web stuff and all that. But I'll get the downloads, and the new masterclass will be loaded in your membership site. Okay. Normally, I do these on Thursdays, today's Friday. So give me a little bit of time, I'll get it there.

But where you'd go for membership multipliers inside your membership site, click on that and then click on masterclass, and you'll have this masterclass along with all the downloads, the recording, and the recording of my webinar, all of that, all of the supplements that I promised. Okay. Lisa. All right, Lisa says, "I don't like the guarantee.

My audience, I love them, but they will order it and just asked for their money back. That's my audience. Any other ways to give a guarantee?" Okay, so there were two things I did with my guarantee. One is I gave them the money back offer anytime within 30 days. I hear what you're saying and not wanting to do that. And I think we may have talked about guarantees before.

But what you can do is you can say, "Hey, listen, this stuff works. And here's my guarantee, just show me three ways, four ways, five ways, six ways, how many ever ways. Show me three ways that you've used this and tell me honestly that this didn't work." Now what you're doing there is you're telling them, you know, "Hey listen, there is an out here, three ways, four ways." I'm with you and I know your membership, and I would not suggest this for others, but I know your membership pretty well.

I understand what you're getting at with the refund and the guarantee and all of that. I would still challenge you to do it because ultimately if people want their money back, they're going to just dispute it with their credit card. Okay? So, that's one challenge to you. But if you don't, and you really want to use a guarantee, then put a contingency on the guarantee.

The contingency is, show me how you use this. Tell me two to three ways that you've implemented this. Show me four to five ways that you've done this and that you've actually put work into it and I'll guarantee it. If it doesn't work and Lisa is in real estate investing. If this work for your real estate investing, and you can honestly show me three ways that you have used my tools and used them in your real estate investing, and you can tell me it didn't work, then I will refund your investment.

But you need to do so within 30 days. Okay. This isn't forever. I mean like you, I want to work with people who take action. So you have 30 days to show me three ways that this has worked within your real estate investing, and I will fully refund. If my tools don't fit your toolbox, then I don't want you to have my tools. So, you can do it that way Lisa. All right, any other questions that you might have? Again, I know this was a lot.

All right, I'll give just a couple more minutes here on questions. And then as always, you've got unlimited email access to me as part of your membership. We've got the new Facebook group where you can post in there and share your webinar. And listen, some groups are just like, you come in here, and you're not able to share, and you're not able to post your links, and you're not able to tell other people about your membership's.

Hey, listen, if you get somebody signing up for your membership because of your membership with me. That's great. I'm helping you literally get more members just through the Facebook

group there. So, what I don't want is I don't want blatant promotion, but you know, hey, listen posts it, ask for feedback, and if somebody wants to join your webinar or take you up on your trial membership, I'm fine with that. I don't have any problem with it.

Just don't be blatantly promoting within the group all the time. Try to add value for others. And I know that your memberships add value to people. So, that's why I'm okay with you saying, "Hey, here's my membership and if you're struggling with this, come on in and be a part of it." So I'm all right, let's do that. That's going to be all the time that we have.

So let's see if I'm able to do this. There we go. That is our membership masterclass for this time on getting you a webinar. If I can get to the title slide, using a webinar to sell your membership even while you're on vacation, just like I do, then hey, go and prosper with this. Go get new members. Multiply with your membership. I look forward to hearing from you and seeing how you're using a webinar to sell your membership and help more people.

So, thanks for being here today. Those of you who are watching this by way of recording or your member's bonus kit, be here next time. I will send out some reminders about what we're going to be teaching on next time and go from there. So, I look forward to doing everything I can to help you multiply your membership. Have a great day. Camera's here.

You know, video's over here. This is why I really need Emily. Emily, if you're watching this, this is why I need you. Come back and hope you enjoyed your day off. All right everyone, have a great day. And, that is it.