



Announcements



Welcome

John Donahue

Director of Marketing &
Community Manager

Announcements



Join the Membership Marketers
Private Facebook Group

www.facebook.com/groups/membershipmarketers



Crafting Emails that Get Opened, Get Read & Get New Members



A couple of updates:

April 8-9 – Nashville, TN

April 16-17 – Atlanta, GA

May 7-10 – Atlanta, GA



THE **ULTIMATE** PROSPECT ATTRACTION TOOL

TO **GROW** YOUR LIST AND **CONVERT** TO MEMBERSHIP





"Personally, I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms."

- Dale Carnegie



“The Ultimate Prospect Attraction Tool:”

- Provides value to prospects in advance of joining your membership
- Shows that you are an expert in your field (even if you don't believe you are!)
- Meets a “felt-need” that your prospects want met
- Attracts the RIGHT prospect and repels the WRONG prospect



“TYPES of Prospect Attraction Tools:”

- PDF (E-book or “Digital Book”)
- Cheat sheets
- Strategy guide
- Blogs
- Articles
- Transcripts
- PPT files



“TYPES of Prospect Attraction Tools:” ADVANCED

- Webinars
- Videos – FB Live
- Books
- Podcast
- Events



“But You Don’t Want to Call It What It Is”

- Give it a title that will get them interested
- People are attracted to pleasure and repelled by pain
- WIIFM – “What’s In It For Me?”



Get a FREE copy of “Membership Multipliers: Seven Proven Strategies to Multiply Your Membership & Profits”

First Name (Only) Company Your Best Email [Download Now!](#)

Homepage
“Above the Fold”



Get Your
FREE
Strategy Guide

Click Here For
Your Free Copy!

Membership
MULTIPLIERS

3 Proven Systems to Grow Your
Profitable Membership Business

Scott Whipple
Membership
Multipliers

The banner features a man with glasses and a dark blue shirt standing with his arms crossed on the right. On the left is a red book titled 'Membership MULTIPLIERS' with a white landscape illustration at the bottom. A red curved arrow points from the book to a light blue button that says 'Click Here For Your Free Copy!'. Another red curved arrow points from the button towards the man.

Facebook Banner Image



Seven Ways to Grow Your Membership

(Without Spending a Dime on Marketing!)

FREE Download!

[Click Here To Grow Your Membership](#)

In this FREE Strategy Guide, you will discover:

- ✓ How to super charge the growth of your membership without wasting time or money on pointless ads.
- ✓ The secret to scaling your membership numbers with the exact members you want.
- ✓ The one strategy you need to use in order to increase your membership easily...do this one thing and your membership will grow and grow.

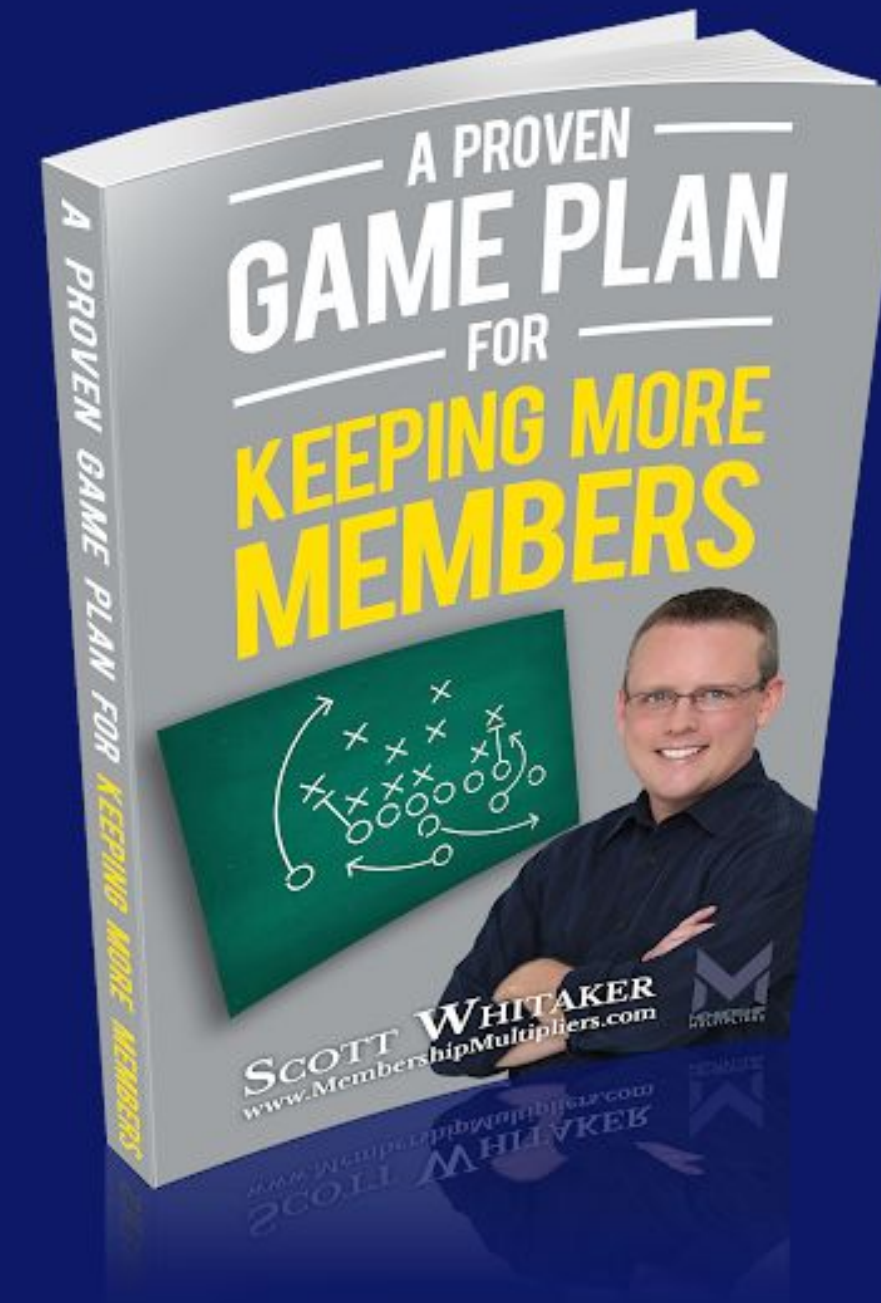


**Attention Anyone Who Wants To Quickly
Increase Membership Engagement...**

**Use This Cheat Sheet To Take a
Member from "Sign-Up" to
"Fully-Engaged" in Your
Membership**

**(Simple Steps Anyone Can Use To Increase
Retention and Keep More Members!)**

**Yes I'm In!
Give Me My FREE Game Plan!**





**Attention Anyone Who Wants To Increase
Their Marketing Effectiveness (Without
Spending More Money)...**

**Crafting the Perfect Offer: A
Complete Checklist To Create
More Sales and Members**

**Yes I'm In!
I Want to Make More Sales and Get
More Members!**

This FREE Checklist Will Show You:



FREE Digital Book: "Why People Quit Your Membership Program & What You Can Do About It"



Scott Whitaker is an expert at building and creating membership programs for business leaders.

Even though it can sometimes feel like people are quitting their membership for no real reason, I can assure you that they usually have very good reasons.

- 11 reasons why people quit & what you can do about it
- The one reason why you SHOULD let a member quit
- Four ways to keep members from even thinking about quitting
- Six tools you can quickly implement to improve your membership program
- How to increase retention and offer opportunities for ascension and descension in your membership program

[YES! Send me my FREE Book! »](#)

A Facebook banner advertisement for Scott Whitaker's book 'Accelerate'. The banner has a dark red background. On the left, there is a stack of the book 'Accelerate' by Scott Whitaker. The book cover is black with red and white text. The top of the cover features a speedometer graphic. The text on the cover includes 'ACCELERATE', 'How to Get Your Next 10, 100, 500 or Even 1,000 MEMBERS IN 60 DAYS...', and '...And Why Most Memberships, Associations and Coaches Never Do!'. The author's name 'SCOTT WHITAKER' is at the bottom. To the right of the book stack, the text 'Grab Your FREE Copy Of Accelerate Today' is displayed in white and orange. Below this text is a red button with white text that says 'Click Here For Your Free Copy'. An orange curved arrow points from the button towards the book stack. On the far right of the banner is a photograph of Scott Whitaker, a man with glasses wearing a dark blue shirt, standing with his arms crossed.

Grab Your
FREE
Copy Of
Accelerate Today

Click Here For
Your Free Copy

ACCELERATE
How to Get Your Next
10, 100, 500 or Even 1,000
MEMBERS IN 60 DAYS...
...And Why Most Memberships,
Associations and Coaches Never Do!
SCOTT WHITAKER

Facebook Banner



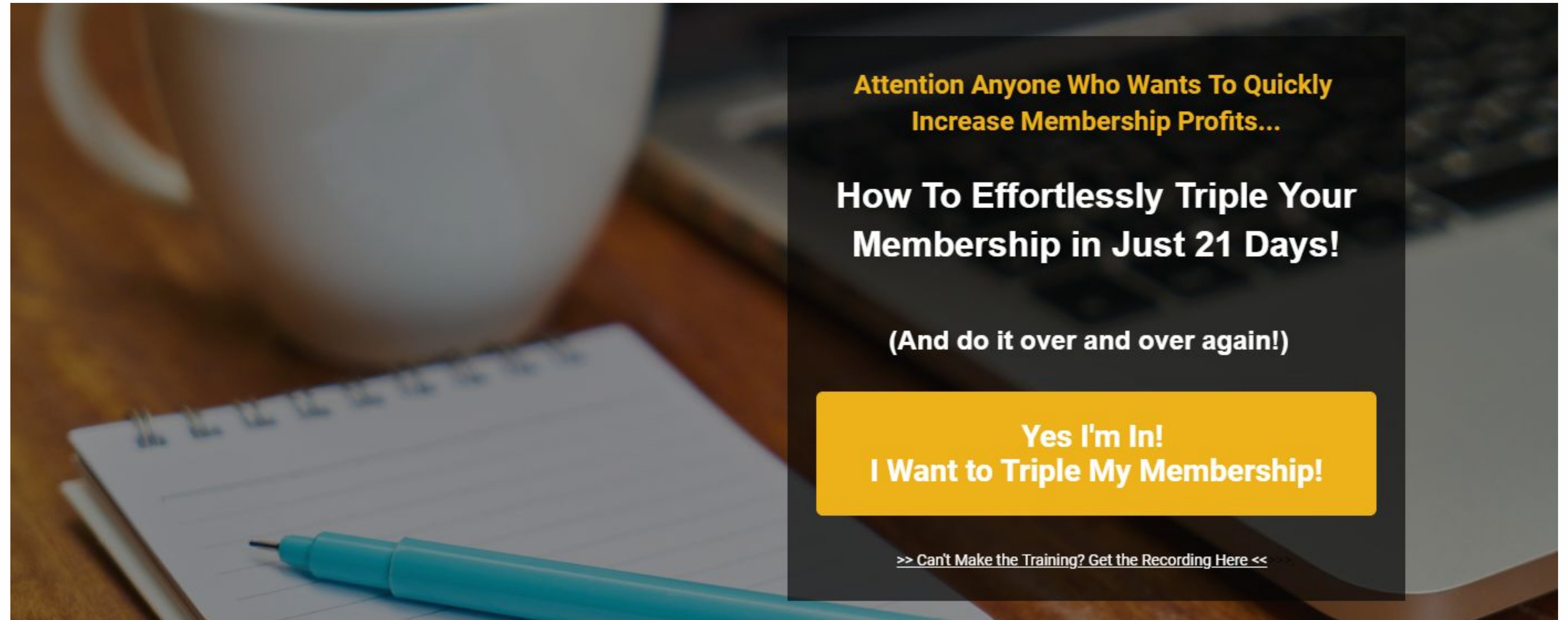
**Attention Anyone Who Wants To Increase the
Effectiveness of Their Marketing...**

The New Member Attraction Blueprint

**(Without Spending on Social Media Money
Pits!)**

**Yes I'm In!
I Want To Attract More Members!**

Your opportunity to discover how to get more members happens TODAY...



**Attention Anyone Who Wants To Quickly
Increase Membership Profits...**

**How To Effortlessly Triple Your
Membership in Just 21 Days!**

(And do it over and over again!)

**Yes I'm In!
I Want to Triple My Membership!**

[>> Can't Make the Training? Get the Recording Here <<](#)





Transform Your Practice –
Transform Your Life



FREE REPORT: The Specialist-Only guide that shows you how to stop relying on General Dentists only for patients and start positioning yourself as THE AUTHORITY

Download Now!



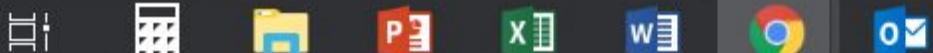
FREE REPORT



Work With Me



Dr. Jeff Anzalone's

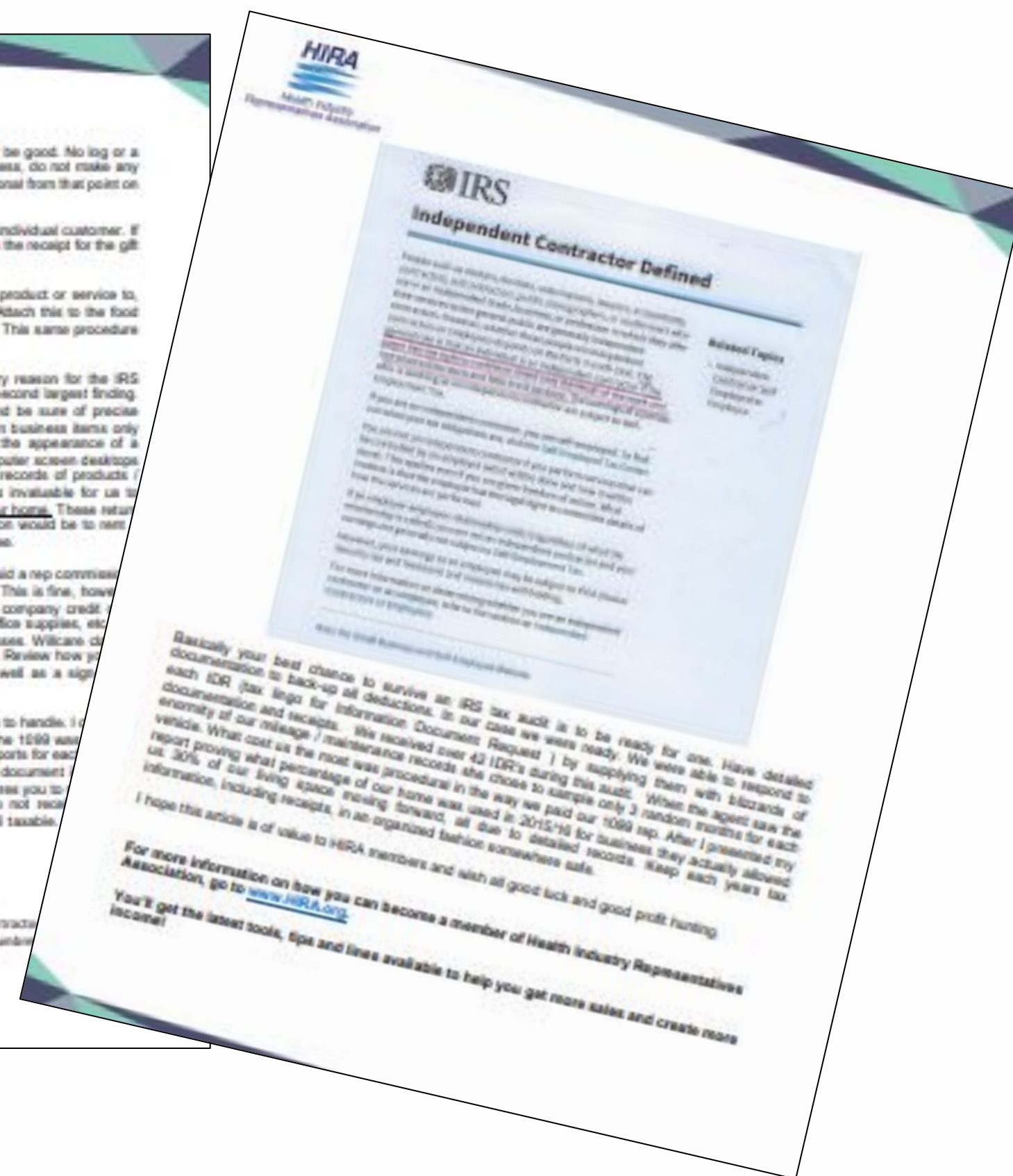
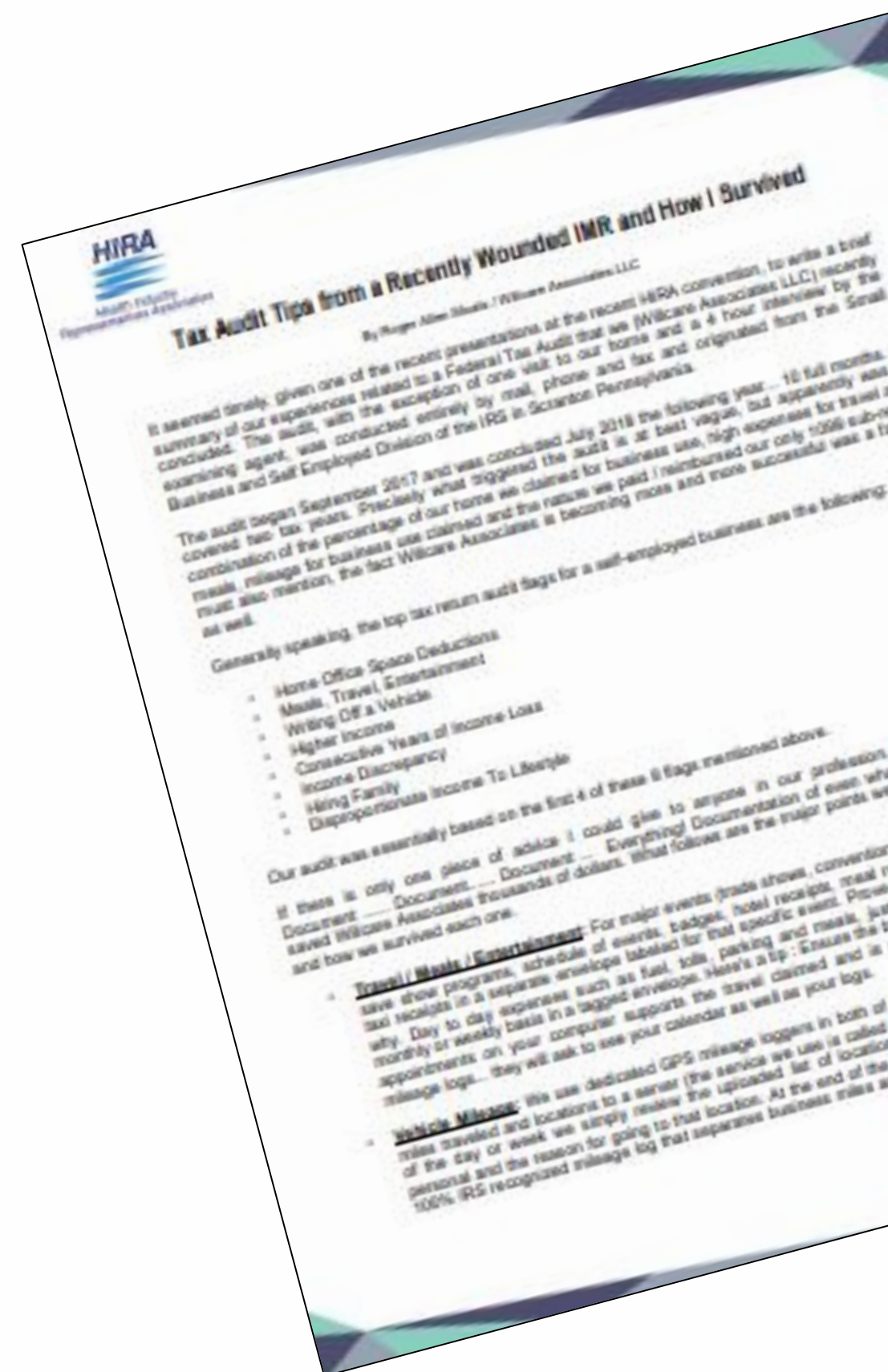
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TAX AUDIT TIPS FROM A RECENTLY WOUNDED IMR AND HOW I SURVIVED?







“How Do I Get Started”

- What common questions are current members asking?
- Go to your current prospects and ask (give them a choice -> “What’s your biggest challenge “A” or “B”
- Go to your Facebook Group and ask



“Creative Titles”

- Top Ten List
- Strategy Guide
- Blueprint
- How To...
- Why _____ & What You Can Do About It
- Ultimate Checklist



“How Do I Get Started”

- Once you create it, invite your current prospects to get it first. If they like it -> future prospects will like it!



“Technical Questions”

Graphics:

Free – www.Pixabay.com

Paid – www.Shutterstock.com

Design:

Free – www.Canva.com

Paid - www.Fiverr.com / www.Upwork.com /
www.Designrr.io

Web – Collect Emails:

www.Leadpages.net

www.ClickFunnels.com

www.Infusionsoft.com



Your Prospect Attraction Tool Checklist:

- ✓ Ask your audience what their biggest challenge is.
- ✓ Write a brief article, strategy guide or checklist about that topic.
- ✓ Give it a “WIIFM” title.
- ✓ Give it a cover art and convert to a PDF.
- ✓ Add it to your website and watch the prospects flow in!



Do NOT Overthink This!

1. Paralysis by analysis
2. Implement one Prospect Attraction Tool at a time (FOCUS – Follow One Course Until Success)
3. Keep the hooks in the water
4. Once you have your prospects, build your relationship with them and then invite them to membership.



***Post Your Prospect Attraction Tool
in the Facebook Group:***

**[www.Facebook.com/groups/
membershipmarketers](http://www.Facebook.com/groups/membershipmarketers)**



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