

# Membership **GOLD** MAGAZINE

Get More Members, Increase Retention and Keep People From Quitting Your Membership Program



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# How To Maximize Events In Your Membership Business

BY SCOTT WHITAKER | FOUNDER, MEMBERSHIP MULTIPLIERS



**Many membership businesses have found that events are a great way to increase retention for their membership business. Members attend an event, build relationships, increase their engagement and end up keeping their membership.**

So here is how can you leverage your events to increase the impact and provide even greater value for your members:

## ***Know your goals.***

Is it to get new members? Is it to engage existing members? Is it to sell? Is it to get upgrades in your membership program? Whichever it may be, I want you to know your goal, and I would like for you to have this to be a written goal.

Every time you schedule a meeting, every time you plan a meeting, you say, "My goal for this event is ... My secondary goals are ..." and fill those in so that you can structure your event in the same way.

## **Control the room.**

Now, I was on a private coaching call with one of my private clients and he was doing an event. It was his first event, and he was going to be around some high-powered CEOs. I told him, "The one thing that I want you to do and focus in on is: be in control. I want you to be in control of the room. I want you to be in control of the members."

When you get to your facility, the very first thing I want you to do is test your technology. I want you to test that video projector, I want you to test that sound system, because right then and there, once you know that works, then you can focus your attention on the other areas. Then you can begin to say, "Okay, now that I know the presentation is going to work correctly, now I can focus in on how the chairs are set up, now I can focus in on the signage, now I can focus in on the noise from the neighbors next door, in the room next door."



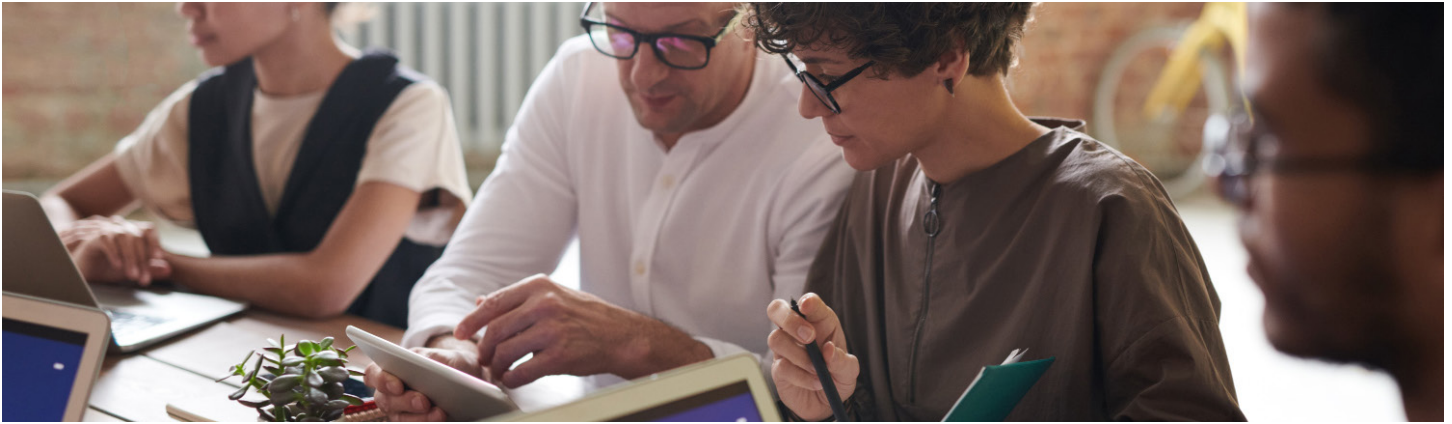
## **Be The Expert In The Room**

For some of you, the reasons why your events are not going the way you want them to isn't for a lack of planning. You planned it, and everything ... I mean, everything is planned and you know exactly what is going to happen and when. You've got control of the room, and you've made sure that the room is set up in the best way for you, but yet, you're still wondering why your events aren't as effective as they could be.

Here's why: you're not the expert in the room. You're running around. You're trying to make sure all of these things get done. You're trying to make sure that all of the technology is working, so how can you be the expert in the room?

I want you to delegate as much as you can. Now, for some of you, it may be staff members. For others, it may be volunteers. For others, you might be saying, "Well, Scott. I don't really know who it would be."

Well, I want you to find somebody. Get a volunteer. Get a current member to help you with the event. I want you to delegate, and I want you to leverage other people so that you can be the expert in the room.



## **Evaluate the Event**

I'm going to share with you what I know are the four most valuable questions from the strategy system in the online course I offer, the Seven Multipliers of a Growing Membership Business. Some of you have heard me say this before, but it is worth repeating. Experience is not the best teacher. I repeat it because people constantly believe that lie that all they have to do is just gain more and more and more experience, and I'll somehow or another become an expert in it or I'll become a better teacher. I'll learn more.

**No. Evaluated experience is the best teacher.**

**Always ask yourself these four questions:**

- |                           |                              |
|---------------------------|------------------------------|
| <b>1 What went right?</b> | <b>3 What was missing?</b>   |
| <b>2 What went wrong?</b> | <b>4 What was confusing?</b> |

Those four questions will provide you with clear ways to do better next time.

Following these simple steps allows you to maximize your membership, leverage your events to increase the impact and provide even greater value for your members.⚡

# WHAT PEOPLE ARE SAYING ABOUT MEMBERSHIP MULTIPLIERS & MEMBERSHIP ACCELERATORS CLUB



*"Scott makes the process simple. He breaks the process down into small bite size bits that are simple to work on."*

- Damon Yudichak,  
Ideal Money Life



*"It's been a real dream of ours to implement a membership in our business. It's really the one way to really get the kind of revenue jump that we've been looking for. And with Scott's help, we could not have done this ourselves. So, I really, really recommend Scott. You're in the right place."*

- Susan Berkley,  
Great Voice Company



*"Our membership retention has done better because of Scott Whitaker's input and expertise!"*

- Michael Rozbruch,  
Roz Strategies



*"What a thought provoking, intense day it was. It totally went in a different direction than what we had anticipated, but our entire team is super charged about getting started and getting our program up and running and getting our packages going."*

- Demet Anagnos,  
Results CFO



*"If you lead a membership or association, you must read Accelerate. Scott's strategies have helped us create an even stranger movement to change lives. We're implementing strategies to serve more members... and at a higher level BOOM! Scott Whitaker is a membership accelerator!"*

- Mike Agugliaro,  
CEO Warrior



*"There is something magical about being in the right environment. Learned professionalism, authenticity and value-driven intensive style event and how it was organized. Not only are the contents are great, but I learned leadership and organizing events at a high level."*

- TJ Ahn,  
Dr. TJ Ahn Coaching & Consulting

# How Failure Can Be Good For You

BY JOHN C. DONAHUE | COMMUNITY MANAGER & DIR. OF MARKETING



**As leaders, we must always be honest with ourselves and keep accountable for our success. We must also be aware of the value of failure in our personal and professional lives.**

## ***How do you view failure?***

Do you see it as something negative that you don't want to be associated with or do you see it as something positive?

Most people in the world don't like failure. Fear of failure is the main reason why more than 80% of people are not prepared to change their circumstances.

## ***Why do people fear failure so much?***

The reason for this, I believe, is people don't understand the dynamics involved in success and failure. Everything we do in life has either a right way of doing it and a wrong way of doing it.

When we do it the right way we meet with success. Needless to say that when we do it the wrong way we are unsuccessful.

Understanding this is important because it puts failure in its proper perspective and removes the fear around it. When someone who doesn't understand this dynamic meets with temporary failure they give up thinking that they are not good enough or will never make it. But is this really true?

Does the fact that you didn't make it the first time mean that you are not good enough? Does it mean that you'll never make it? Not at all! All it means is **YOU HAVE NOT FOUND THE CORRECT METHOD YET!**

## ***So what do you do next?***

You go back and try and find out where you went wrong. Then you try again, this time employing a different method. If this doesn't work you go back and look at everything you have done so far. Talk to successful people who have made it in this same area. Think of what you might have left out and try again.

Whatever you do, don't give up.



## ***Why do you need to do this?***

Because, "Every failure, every adversity and every heartache carries with it the seed of an equivalent or a greater benefit", says author and mentor to many great people, Napoleon Hill.

Failure contains the seed of victory and of success.

Failure teaches you what works and what doesn't. When you study the reasons for your failure and learn from it, you'll find the key to your success.

The great inventor Thomas Edison knew this truth better than anyone else. It took Edison 8000 trials to perfect the Edison battery? Afterwards he uttered this famous quote, "At least we know 8000 things that don't work". You should also be like that.

Every successful person has had to overcome temporary defeat at one time or another. Know this! You haven't really failed until you ACCEPT defeat.



## ***Do you envy those who got success easily?***

Don't! Success earned in spite of earlier failure is so much sweeter than if you would get it otherwise. Those who earn success in this way know the road to success. They are not afraid of losing what they have because they have learned how to become successful.

Those that easily got success don't know the road. They got there so quickly that they didn't bother to look around.

Let me use the following analogy to illustrate...

Take two guys traveling to the same destination, with this difference: one is going by airplane and the other by car, but the one arriving by car had a few breakdowns along the way.

If you take these two guys back to their original position and ask them to find their way to their destination, who do you think is going to remember the road better the next time? Surely the guy who had a few breakdowns and spend some time on the road! Why? Because he had the opportunity to look around.

Let temporary defeat no longer be an obstacle. You have many talents, so start working towards realizing your dreams. Don't be put off by the fear of failure.

Failure is an ally because it contains the seed of success.💡

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# DON'T MISS THESE EVENTS



## MEMBERSHIP **ACCELERATORS**

MARKETING WORKSHOP:

**Mark Your Calendars**

APRIL 3 @ 2:00 pm EST

\* Dates and Times Are Subject To Change

If you are interested in upgrading your membership, email John Donahue at [john@membershipmultipliers.com](mailto:john@membershipmultipliers.com)



## MEMBERSHIP **MULTIPLIERS**

MULTIPLIER WORKSHOP:

**Mark Your Calendar!**

APRIL 14 @ 2:00 pm EST

***"How do you get the MOST out of your membership?  
By taking advantage of all the BENEFITS of being a member!"***

- Scott Whitaker

## How Can I Help You?



I'm looking for 5 people who want to add 20~40K in the next 60 days.

So if you...

- Are already working with members, and getting them results
- Already doing more than 12k a month
- Aren't growing as fast as you desire
- Can handle an influx of new members starting next month
- Are friendly and coachable
- And can keep a secret

Send me an email to [scott@membershipmultipliers.com](mailto:scott@membershipmultipliers.com) with the word **MULTIPLY** in the subject line and I'll get you the details.



## Attention Membership Business Leaders Who Want More Members, Easier...

# Simple FREE System Turns Unconverted Prospects Into Members In Just Four Days!

The most incredible part is the speed at which this system works. You can be getting more members that you thought were **NEVER** going to join within 90 minutes of getting this remarkable program.

Recently we released a confidential program called the "4-Day Membership Generator" that generates thousands of dollars in membership in just 96 hours.

And it does it all using FREE software you already have.

That's right... it won't cost you a single penny. **100% FREE money.**

The best part is, this program works to help you keep every new member you get! Instead of hundreds of extra dollars in just four days, you could be looking at thousands of dollars in recurring revenue every month.



"I'm more excited than ever to take the next steps and feel like I have a solid plan to move forward. Even better, I feel like this is something I can keep revisiting again and again."

**Cindy Cyr,**  
Marketing Strategist, Consultant,  
& Copywriter



"With Scott's help you will get members, keep members and enjoy your life. Scott delivers on strategy AND rubber meets the road "how to"!"

**Christa Trantham,**  
Coach Blueprint

## It's Easy, It's Free, It Works!

The "4-Day Membership Generator" is based on a powerful psychological methodology that, through email, turns uninterested prospects into ravenous members, bypassing the part of the brain that alerts people to just another advertisement.

Instead of feeling 'sold' your members will believe they are on a journey to find what you're offering, and then magically, at just the right time, you'll offer them the solution that'll either help them achieve their goals, overcome obstacles, or solve the problem they'll think they've been struggling with for a long, long time.

You're not a seller, you're a solution! And they will be ecstatic they found you. And while this uses deep psychology, based on years of research, research that saw sales increase by over 300% in that time, you don't need to know any of it!

# Because It's All Been Done For You

If you're the curious type, we've included a training the chronicles this journey and explains at each step what happens and why this works so incredibly well but first put it to the test and make some money!

After all, this isn't some "long-term" strategy that takes days of study, weeks of implementation, and months or even years to see results.

No, this entire system take just about an hour of your time, over just 4 days.

And at the stroke of midnight on day four, you will have made more members than you did all last month.

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## Now Let Me Warn You!

While you're seeing lots of testimonials (and I have dozens of others) this system does NOT work for most. Most people never make a single penny.

Why? It's hard for a system to work that never gets used!

Studies show that upwards of 90% of people who buy a course, even one as incredible as this, NEVER use it. So if you are not going to take 60 minutes to use this FREE system, I GUARANTEE you won't make a single penny either.

Also... if you're the type of person who always wants to "reinvent the wheel," you won't experience the type of results many others have either. It took years, hundreds of hours, numerous emails to get this producing these kinds of results.

And if you're the type who wants to throw all that away or says "This won't work for me," then you're probably right.

But...if you can follow SIMPLE, PROVEN, STEP-BY-STEP instructions and literally use fill-in-the- blank templates, then this IS FOR YOU!



**If you want to generate more members  
in just 4 days, simply visit:**

**<https://membershipmultipliers.com/generator>**

# Never Make An Offer Without A Deadline

BY SCOTT WHITAKER | FOUNDER, MEMBERSHIP MULTIPLIERS



**Inside of my private coaching and membership business, I have a technique that has yet to fail me, or any of my members who have tried it, and I want to share it with you. It's very simple: never make an offer without a deadline!**

## ***You may be asking yourself***

"Why do I need a deadline? I'm on the phone with them. Why would I need give some sort of deadline for them to commit to?"

The reality is that it's natural for your member or prospect to say any number or things like:

- ***"You know what? I need some time to think about this."***
- ***"I need to consider my decision."***
- ***"I'm not sure that I want to do this anymore."***
- ***"I'm not sure that I want to continue my membership anymore. Can I have some time to think about it?"***

## ***It's in that moment that you need to be able to have a deadline.***

You should be able to say,

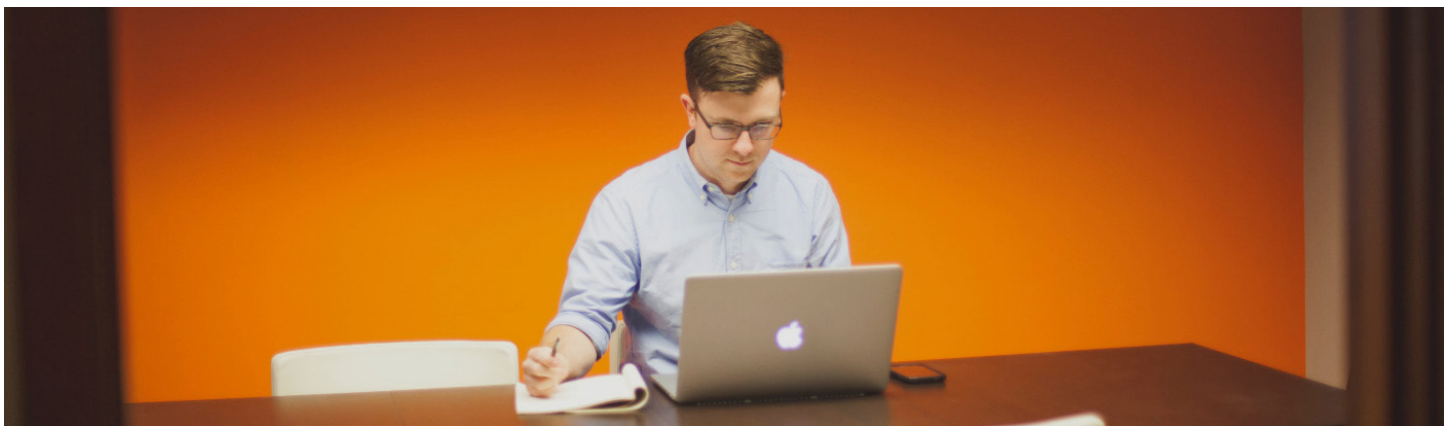
***"Yes, that's perfectly fine, but I need to know before [insert the deadline]."***

If you have a deadline in mind before you actually get into the conversation with your member or prospect, you won't be caught off guard by them saying,

***"Can I think about it and take some time?"***

Having a deadline in mind keeps you from thinking, ***"Okay, what do I do now? Do I give them some time? Do I not? Do I tell them no? I need to know right now or what do I do?"***

It can cause some serious anxiety!



## ***A deadline also creates urgency.***

People don't do what they should, they do what is urgent.

If you were to say, ***"Yeah, sure, take some time and think about it,"*** and not give a deadline they'll never get around to making a decision and then they'll get frustrated because all of the sudden, they're right back where they used to be, thinking they want to cancel their membership.

You have to force them to think it through and consider their membership and the offer that you've made. You do that with a deadline and create that sense of urgency for them as part of the process.

You might be thinking, ***"Well, what are some ideas for deadlines that I should give?"***

My suggestion is to have a deadline that is no more than two weeks in the future. If it goes beyond two weeks, it really begins to lose the sense of urgency that there should be.

For example, you might simply say, ***"Sure, I just need to know by Friday."***

This works incredibly well, especially if it's in the beginning of the week like Monday or Tuesday, or even Wednesday.

This allows you to say, ***"Can you let me know before Friday?"*** Or if it's in the middle or later in the week, you can say, ***"Why don't you take the weekend to think about it and I can contact you the first of next week?"***



***That allows you to go ahead and get their commitment for you to follow-up with them!***

Most people only do what is urgent. It's ok for you to use that and create some urgency.

If you believe your membership brings value to your members, you owe it to them, and yourself, to never have an offer without a deadline!🔥



## 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!)

### This FREE Game Plan Will Show You:

- Three simple steps you can take with any member to increase their retention
- What separates your membership from your competitors
- Why members keep their membership (and how you can help them "achieve" it)
- A simple step-by-step plan that you quickly implement in your membership today
- And much, much more!

**Send Me My Game Plan**

[www.membershipmultipliers.com/gameplan](http://www.membershipmultipliers.com/gameplan)



## New Episodes Each Monday

Click To Listen At  
[www.MoreMembersNowPodcast.com](http://www.MoreMembersNowPodcast.com)

# How to Write Your Own Paycheck with Handwritten Sales Letters

BY KEVIN DONLIN | FOUNDER, CLIENT CLONING SYSTEMS



**This copywriting trick is as easy to use as pen and paper. In fact, it is pen and paper.**

## ***Here's what you do:***

***Write your next sales letter by hand, with a pen. Then print and mail it. When you do this, 3 good things happen:***

You create a promotion that is instantly creative and 100% unique

Your recipients will appreciate the time you took to write a message "just for them" ... even if the letter is mass-printed

Your recipients are more likely to read your letter. Because there's no novelty in yet another beautifully designed promotion. But ugly, like a traffic accident, makes people gawk

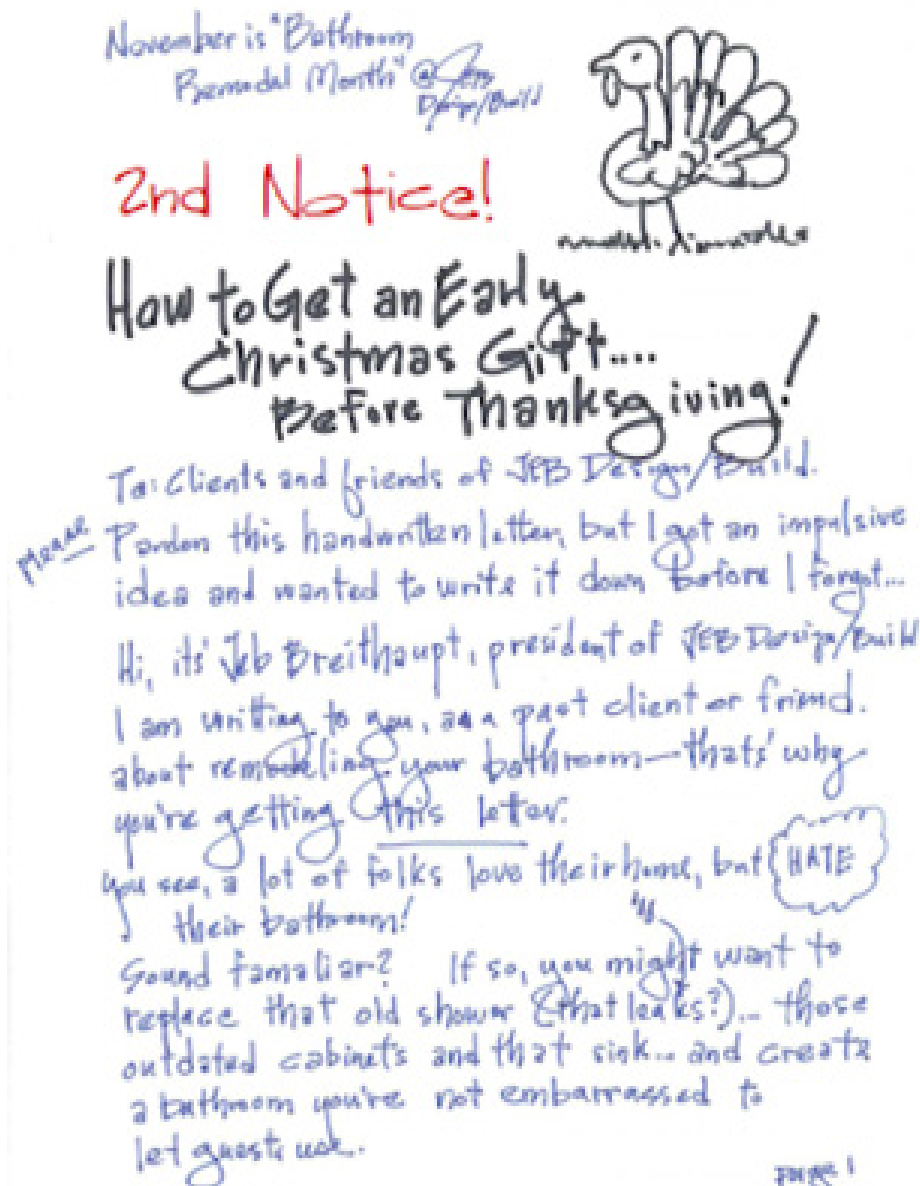
## Here's proof.

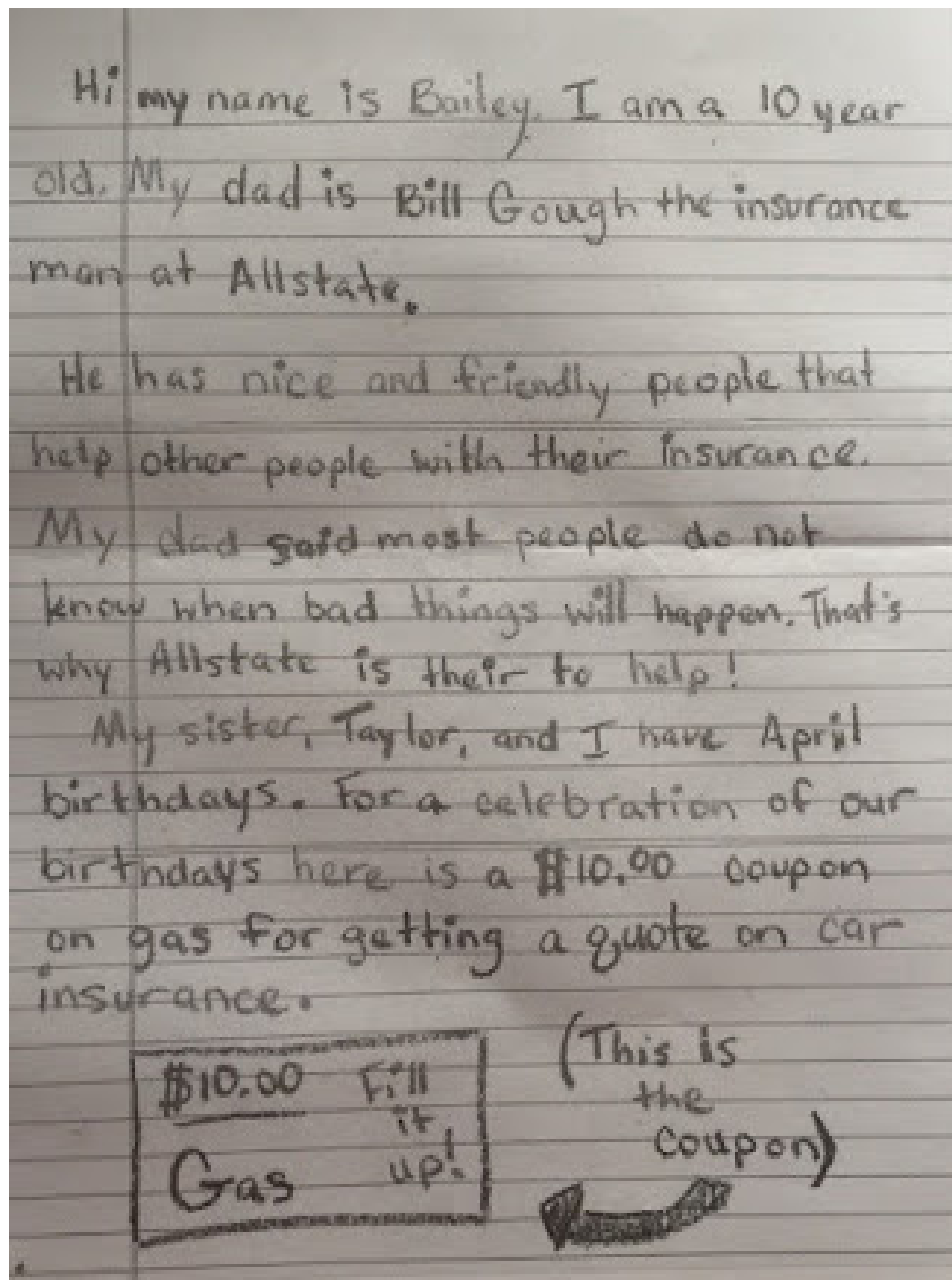
The following handwritten sales letter got an astounding 25.76 to 1 ROI for one of my clients ...

When the dust settled, he earned **\$104,000 from \$4,038** invested in that "ugly" sales letter. I wrote the copy. But he hand-wrote the letter, then had it printed and mailed.

**Here's another twist:** Hand-write your letter in crayon, instead of pen, and make the "author" one of your children or a relative's child.

That's what my client did for his insurance agency a few years ago. Take a look below. This is not hard ...





## Why do hand-written letters work so well?

Because your prospects spend more of their life communicating on screen than on paper. What snail mail they do get is often credit card offers and bills. Maybe a catalog or two. But a handwritten letter? Why, that's so rare, it gets way more attention ... which is EXACTLY what you want.

A handwritten letter can work in any B2C or B2B market because markets don't buy, people do. A person must read your promotion before anyone can write you a check.

Also, your competition is, quite simply, NOT going to do this. Prove it to yourself. When was the last time you got a handwritten sales letter from a competitor? Never, right?



## See the opportunity?

Remember, when you turn the usual into the unusual, you make your business remarkable, by creating an atmosphere where people tell others. When people are remarking about you to their friends, family, and co-workers, you are -- literally -- remarkable. And more profitable. ⚡

Kevin Donlin, contributing author, writes copy for entrepreneurs doing \$2 million to \$20 million in revenue, including Dan Kennedy's Titanium Mastermind clients. Since 1998, Kevin has repeatedly delivered sales gains of over \$1 million with sales letters, print ads, emails, web pages, and more. Learn more and claim your Free Client Cloning Kit now at **[www.ClientCloningSystems.com](http://www.ClientCloningSystems.com)**

## ARE YOU READY TO ACCELERATE YOUR MEMBERSHIP?



**How to Get Your Next 10, 100, 500 or Even 1,000 Members...  
In The Next 60 Days - And My Best Kept Secrets In Keeping Them Paying For  
YEARS To Come. Check Out A Small Glimpse  
Of What You'll Discover Inside...**

### WHY LISTEN TO SCOTT ABOUT GROWING YOUR MEMBERSHIP?

Scott's strategic mind and use of membership multipliers have been growing and building membership businesses regardless of their niche. He is the founder of Membership Multipliers where he coaches membership business owners on how to get more members, increase retention and multiply their profits.

He is the author of "**Triple Your Membership in 21 Days... and Do It Over and Over Again Toolkit**" and "**Four Offers You Need to Have To Keep People From Quitting.**"

Scott has led membership organizations in both non-profit and for profit companies since 1997. He's noted for having built one of the largest for profit coaching networks; growing from just 72 members a year to over 3,000 members a year.

**Don't Wait Any Longer...  
Start Growing Your Membership With Accelerate Today.**

**SHIP MY FREE COPY OF "ACCELERATE" NOW!**

**[www.AccelerateMyMembership.com](http://www.AccelerateMyMembership.com)**