

FIRST EMAIL

When to send: Immediately after joining

Subject: Congratulations! Welcome to the [INSERT MEMBERSHIP NAME]

Hey **FIRST NAME**,

Congratulations! You made a great decision to become a [insert membership name].

You're joining an elite group of [insert the type of people your membership is for] who desire to get [DESIRED OUTCOME #1], [DESIRED OUTCOME #2] and [DESIRED OUTCOME #3].

Your membership site should be setup.

Just click the link below:

[LOGIN URL](#)

Enter: LOGIN ID

Password: LOGIN PASSWORD

Be sure to click on the [tell them where to go when they log-in and what to do first].

Every month, you're going to receive a BRAND-NEW [insert what they're going to get], just like:

- [BULLET #1]
- BULLET #2]
- [BULLET #3]
- [BULLET #4]
- [BULLET #5]
- [BULLET #6]
- [BULLET #7]
- And much, much more!

Plus, you're going to receive [what other big tool will they get from your membership]! Not to mention a number of other goodies and tools designed to help you get more members. You will be billed [INSERT \$ THEY WILL BE CHARGED FOR MEMBERSHIP] every [INSERT HOW OFTEN THEY WILL BE BILLED]. You can cancel your membership at any time by sending an email or calling our office.

In the meantime, be sure to join the Facebook Group at the link below:

[\[INSERT FACEBOOK GROUP URL\]](#)

It's a PRIVATE group where you can [TELL THEN WHAT THEY CAN DO IN THE GROUP].

Thanks again for being a member!

I look forward to helping you!

[INSERT YOUR SIGNATURE]

ACTUAL EMAIL SAMPLE:

Subject: Congratulations! Welcome to the Membership Accelerators Club

Hey John,

Congratulations! You made a great decision to become a "Membership Accelerator."

You're joining an elite group of membership business leaders who desire to get more members, increase their retention and ultimately help more people.

Your membership site should be setup. Your "Membership Accelerator" plug and play tool is now available.

Just click the link below:

[LOGIN URL](#)

Enter: LOGIN ID

Password: LOGIN PASSWORD

Be sure to click on the "Start Here" button for a tour of your membership site.

Every month, you're going to receive a BRAND-NEW "Membership Accelerator", just like:

- Simple "marketing triggers" and a complete checklist to increase your marketing effectiveness (so that you never leave your marketing to chance)
- The 4xT "Membership Accelerator" to increase membership referrals from both your current members and even your non-members.
- How to get more prospects so that you're constantly moving people from "interest" to membership.
- Engagement tripwires so that you can measure the engagement of your members and increase your retention.

- "Cancellation Stoppers" to keep people from quitting your membership (giving you a greater opportunity to help them!)
- 19 places to find your ideal members checklist. Go through this and the battle is already half way won.
- The "Never-Been-Easier" 10 Line Offer Formula so once you've attracted leads, you effortlessly turn them into cash-paying members.
- And much, much more!

Plus, you're going to receive a monthly "Members Bonus Kit" mailed to you! Not to mention a number of other goodies and tools designed to help you get more members. You will be billed \$99 every thirty days. You can cancel your membership at any time by sending an email or calling our office.

In the meantime, be sure to join the Facebook Group at the link below:

<https://www.facebook.com/groups/membershipmarketers>

It's a PRIVATE group where you can post your links, get feedback and learn from other membership businesses.

Thanks again for being a member!

I look forward to helping you accelerate your membership!

Scott Whitaker,
Membership Expert &
Founder of Membership Multipliers

SECOND EMAIL

When to send: Immediately after sending book

Subject: Your book is coming

Hey **FIRST NAME**,

Congratulations! Thank you for picking up your [insert name of resource or product].

I know, [INSERT PRODUCT OR SERVICE] was [NON-DISCOUNTED RATE OR PRICE] but you still had to pay [DISCOUNTED PRICE FOR PRODUCT OR SERVICE] . It's still better than [ALTERNATIVE WAY OF GETTING PRODUCT OR SERVICE].

Why am I doing this?

Because you're obviously someone who has a membership business or is looking to start one and this was the best way I could think of to give you a [TEST-DRIVE PRODUCT OR SERVICE].

You're receiving [WHAT THEY ARE GETTING].

You're joining an elite group of [INSERT THE TYPE OF PEOPLE YOUR MEMBERSHIP IS FOR] who desire to get [DESIRED OUTCOME #1], [DESIRED OUTCOME #2] and [DESIRED OUTCOME #3].

Your membership site should be setup. Your [INSERT NAME OF PRODUCT OR SERSOURCE] plug and play tool is now available.

Just click the link below:

[LOGIN URL](#)

Enter: LOGIN ID

Password: LOGIN PASSWORD

Be sure to click on the "Start Here" button for a tour of your membership site.

Every month, you're going to receive a BRAND-NEW [insert what they're going to get], just like:

- [BULLET #1]
- [BULLET #2]
- [BULLET #3]
- [BULLET #4]
- [BULLET #5]
- [BULLET #6]

- [BULLET #7]
- And much, much more!

Plus, you're going to receive [INSERT WHAT OTHER BIG TOOL THEY ARE GETTING WITH THEIR MEMBERSHIP]! Not to mention a number of other goodies and tools designed to help you get more members. You will be billed [INSERT \$ THEY'LL BE CHARGED FOR THEIR MEMBERSHIP] every [INSERT HOW OFTEN THEY WILL BE BILLED]. You can cancel your membership at any time by sending an email or calling our office.

In the meantime, be sure to join the Facebook Group at the link below:

[INSERT YOUR FACEBOOK URL](#)

It's a PRIVATE group where you can [TELL THEM WHAT THEY CAN DO IN THE GROUP].

Thanks again for being a member!

I look forward to helping you!

[INSERT YOUR NAME]

P.S. Your [INSERT BIG TOOL OR SERVICE] will be [INSERT WHERE IS WILL BE DELIVERED OR SERVICE PERFORMED] within [INSERT TIMEFRAME]. Please **allow 7-10 business days for it to arrive**. It is being shipped to:

FIRST LAST NAME
ADDRESS
CITY, STATE ZIP

P.P.S. Also, keep an ear out for a phone call from my assistant. No - this isn't some automated phone call. It's a **REAL PERSON calling you to thank you for your order**, welcome you to the [INSERT NAME OF MEMBERSHIP] and answer any questions you may have.

[INSERT YOUR SIGNATURE]

ACTUAL EMAIL SAMPLE:

Subject: Your book is coming

Hey **FIRST NAME**,

Congratulations! Thank you for picking up your FREE copy of ***Accelerate: How to Get Your Next 10, 100, 500, or Even 1,000 Members in 60 Days.***

I know, the book was free but you still had to pay a small shipping and handling fee. It's still better than picking it up off Amazon for \$19.99.

Why am I doing this?

Because you're obviously someone who **has a membership business or is looking to start one** and this was the best way I could think of to give you a **test-drive the Membership Accelerators Club.**

You're receiving **one FREE MONTH of membership.**

You're joining an **elite group** of membership business leaders who desire to **get more members, increase their retention and ultimately help more people.**

Your membership site should be setup. Your "Membership Accelerator" plug and play tool is now available.

Just click the link below:

LOGIN URL

Enter: **LOGIN ID**

Password: **LOGIN PASSWORD**

Be sure to click on the "Start Here" button for a tour of your membership site.

Every month, you're going to receive a BRAND-NEW "Membership Accelerator", just like:

- **Simple "marketing triggers" and a complete checklist to increase your marketing effectiveness** (so that you never leave your marketing to chance)
- The **4xT "Membership Accelerator"** to increase membership referrals from both your current members and even your non-members.
- How to **get more prospects** so that you're constantly **moving people from "interest" to membership.**
- **Engagement tripwires** so that you can measure the engagement of your members and increase your retention.

- **"Cancellation Stoppers" to keep people from quitting** your membership (giving you a greater opportunity to help them!)
- **19 places to find your ideal members checklist.** Go through this and the battle is already halfway won.
- **The "Never-Been-Easier" 10 Line Offer Formula** so once you've attracted leads, you effortlessly turn them into cash-paying members.
- And much, much more!

Plus, you're going to receive a monthly **"Members Bonus Kit" mailed to you!** Not to mention a number of other goodies and tools designed to help you get more members. You will be billed \$99 every thirty days. You can cancel your membership at any time by sending an email or calling our office.

In the meantime, be sure to join the Facebook Group at the link below:

<https://www.facebook.com/groups/membershipmarketers>

It's a **PRIVATE** group where you can post your links, get feedback and learn from other membership businesses.

Thanks again for being a member!

I look forward to helping you accelerate your membership!

Scott

P.S. Your book will be in the mail within the next couple of business days. Please **allow 7-10 business days for it to arrive.** It is being shipped to:

FIRST LAST NAME
ADDRESS
CITY, STATE ZIP

P.P.S. Also, keep an ear out for a phone call from my assistant. No - this isn't some automated phone call. It's a **REAL PERSON calling you to thank you for your order,** welcome you to the Membership Accelerators Club and answer any questions you may have.

Scott Whitaker,
 Founder of Membership Multipliers

WELCOME PHONE CALL EMAILS

When to send: Immediately after first phone call with VOICEMAIL

Subject: Your mailing address?

Hello [INSERT MEMBER FIRST NAME]

I just left you a voicemail and figured I'd follow up by email as well.

As a new member of [INSERT MEMBERSHIP NAME], I've got a package to mail you.

But first, I wanted to make sure your mailing address was correct. Plus, I was wanting to make sure you had any questions answered about your membership.

Can you please reply back and confirm that the address below is correct?

Here's what I have:

ADDRESS LINE 1
CITY, STATE ZIP

Is that correct? Please reply back and confirm?

I'll get your package in the mail as soon as I hear back.

Glad to have you in the network!

[INSERT YOUR NAME]

P.S. I've included your log-in information below to the "Members Only" membership site:

LOGIN URL

Enter: LOGIN ID

Password: LOGIN PASSWORD

[INSERT YOUR SIGNATURE]

ACTUAL EMAIL SAMPLE:

Hello John,

I just left you a voicemail and figured I'd follow up by email as well.

As a new member of The Membership Accelerators Club with Scott Whitaker, I've got a package to mail you.

But first, I wanted to make sure your mailing address was correct. Plus, I was wanting to make sure you had any questions answered about your membership.

Can you please reply back and confirm that the address below is correct?

Here's what I have:

ADDRESS LINE 1
CITY, STATE ZIP

Is that correct? Please reply back and confirm?

I'll get your package in the mail as soon as I hear back.

Glad to have you in the network!

Scott

P.S. I've included your log-in information below to the "Members Only" membership site:

LOGIN URL

Enter: **LOGIN ID**

Password: **LOGIN PASSWORD**

Scott Whitaker,
Membership Expert &
Founder of Membership Multipliers

SECOND WELCOME EMAIL

When to send: Immediately after first phone call with VOICEMAIL

Subject: Just left you a voicemail...

Hey [INSERT MEMBER FIRST NAME],

I just left you a voicemail and wanted to follow up by email.

My name is [INSERT YOUR NAME] and I was calling on behalf of [INSERT PERSON OR MEMBERSHIP NAME].

Welcome to [INSERT YOUR MEMBERSHIP NAME].

The reason for my call was to welcome you to the membership, make sure you were able to log-in to your membership and training and answer any questions you may have.

I've included your log-in information below:

Login URL:

Username:

Password:

Every month, you're going to receive a BRAND-NEW [INSERT WHAT THEY ARE GOING TO GET], just like:

- [BULLET #1]
- [BULLET #2]
- [BULLET #3]
- [BULLET #4]
- [BULLET #5]
- [BULLET #6]
- [BULLET #7]
- And much, much more!

Not to mention, the [INSERT MEMBERSHIP NAME] is always being updated with even more opportunities to help you [INSERT BIG BENEFIT].

Again, if you need anything, don't hesitate to contact me at [INSERT YOUR PHONE NUMBER] or just reply to this email.

Glad to have you in the network!

[INSERT YOUR NAME]

We want to make sure we have your correct:

Name:

Email:

Business Name:

Best Phone:

Address:

Website:

Again, if anything is missing, reply and let me know. I'll get it updated for you!

[INSERT YOUR SIGNATURE]

ACTUAL EMAIL SAMPLE:

Hey John,

I just left you a voicemail and wanted to follow up by email.

My name is John and I was calling on behalf of Scott Whitaker.

Welcome to The Membership Accelerator Club!

The reason for my call was to welcome you to the membership, make sure you were able to log-in to your membership and training and answer any questions you may have.

I've included your log-in information below:

[Login URL:](#)

Username:

Password:

Every month, you're going to receive a BRAND-NEW "Membership Accelerator", just like:

- Simple "marketing triggers" and a complete checklist to increase your marketing effectiveness (so that you never leave your marketing to chance)
- The 4xT "Membership Accelerator" to increase membership referrals from both your current members and even your non-members.
- How to get more prospects so that you're constantly moving people from "interest" to membership.
- Engagement tripwires so that you can measure the engagement of your members and increase your retention.
- "Cancellation Stoppers" to keep people from quitting your membership (giving you a greater opportunity to help them!)
- 19 places to find your ideal members checklist. Go through this and the battle is already half way won.
- The "Never-Been-Easier" 10 Line Offer Formula so once you've attracted leads, you effortlessly turn them into cash-paying members.
- And much, much more!

Not to mention, the Membership Accelerator Club is always being updated with even more opportunities to help you "accelerate your membership."

Again, if you need anything, don't hesitate to contact me at (561) 826-4624 or just reply to this email.

Glad to have you in the network!

John

P.S. Keep an eye on your mailbox. Scott just sent you a copy of his new book! Below is the contact information we have. If anything is missing or incorrect, just reply and let me know.

We want to make sure we have your correct:

Name:

Email:

Business Name:

Best Phone:

Address:

Website:

Again, if anything is missing, reply and let me know. I'll get it updated for you!

John Donahue

Director of Marketing & Community Manager

www.MembershipMultipliers.com

WELCOME EMAIL AFTER SPEAKING TO MEMBER

When to send: Immediately after conversation with new member

Subject: Wanted to recap our phone call...

Hey INSERT MEMBER FIRST NAME],,

It was great talking with you!

Just figured I'd shoot you a quick email to recap our conversation.

You're going to receive [INSERT WHAT OTHER BIG TOOL THEY WILL GET WITH THEIR MEMBERSHIP]! Not to mention a number of other goodies and tools designed to help you get more members. You will be billed [INSERT \$ THEY'LL BE CHARGED] every [INSERT HOW OFTEN THEY WILL BE BILLED]. You can cancel your membership at any time by sending an email or calling our office.

Most find that the membership more than pays for itself.

For your convenience, I've included your log-in information below:

LOGIN URL

Enter: LOGIN ID

Password: LOGIN PASSWORD

With your membership, you will receive:

- [BULLET #1]
- [BULLET #2]
- [BULLET #3]
- [BULLET #4]

Again, if you need anything, don't hesitate to contact me or just reply to this email.

Glad to have you in the club!

[INSERT YOUR NAME]

P.S. By the way, keep an eye on your mailbox. We just sent you [BONUS OR PRODUCT YOUR MAILED]. It should arrive in the next 5-7 days.

[INSERT YOUR SIGNATURE]

ACTUAL EMAIL SAMPLE:

Hey FIRST NAME,

It was great talking with you!

Just figured I'd shoot you a quick email to recap our conversation.

You're receiving one free month of the Membership Accelerators Club because you picked up Scott's brand-new book Accelerate. The membership is \$99, but yours free during the 30-day trial. You can cancel at any time.

Most find that the membership more than pays for itself.

For your convenience, I've included your log-in information below:

[LOGIN URL](#)

Enter: LOGIN ID

Password: LOGIN PASSWORD

With your membership, you will receive:

- Membership Accelerators Masterclass - you get an additional marketing tool and masterclass everyone that focuses just on marketing.
- Unlimited Email Access - got a question? Just email it over to Scott and you'll get a quick reply. You get Scott working on your membership business alongside you!
- Monthly Member's Bonus Kit - every month Scott will send you a monthly bonus kit including a newsletter, recordings and transcripts of the calls and all sorts of goodies and surprises!
- Online Access and Private Facebook Group - you have special access in your membership site to the most recent tools and trainings that Scott provides. Just click the "Membership Accelerators" tab to gain access.

Again, if you need anything, don't hesitate to contact me at (561) 826-4624 or just reply to this email.

Glad to have you in the club!

John

P.S. By the way, keep an eye on your mailbox. Scott just mailed you a copy of his new book! It should arrive in the next 5-7 days.

John Donahue

Dir. of Marketing & Community Manager
www.MembershipMultipliers.com