

Crafting Your Trial Membership

Lesson 1 – Introduction

Lesson 2 – The 3X Formula for Tripling Your Membership

The 3X Formula for Tripling Your Membership =

_____ + _____ + _____

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Lesson 3 – Determining the Length of Opportunity

_____ Days

_____ Days

_____ Days

_____ Days

_____ Days

Use “days” not _____.

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Lesson 4 – Choosing the Right Offer

_____ Trial Offer

Free Trial Plus _____

Free Trial Plus _____

First Two Months for Just \$X

Free Trial with _____ Registration

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Lesson 5 – Choosing the Right Sign Up Options

_____ Continuity.

_____ Continuity.

Lesson 6 – How to Use the 3X Formula for Tripling Your Membership Blueprint

(Refer to the 3X Formula for Tripling Your Membership Blueprint Download)

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Lesson 7 – Who Is Your Prospect

These questions will help guide you to identifying the right prospect for your trial membership:

What do they look like?

What do they wear?

Where do they live?

Where do they work?

Where do they shop?

Are they married, single, divorced, married again?

Do they have kids?

What ages are their kids?

Grandkids?

Are they retired?

Do they work?

What is their income level?

What level of education do they have?

What kind of car do they drive?

What social activities do they participate in?

Are they religious? If so, what religion?

What are their values?

What political affiliation do they have?

Are they from a certain geographical location?

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Lesson 8 – 10 Ways to Increase Your Marketing Effectiveness

Use these as a checklist for your marketing:

1. A headline with a HOOK – capture their attention
2. Sub headline – keep them reading
3. Keep it simple – focus on benefits
4. Use graphics and images wisely
5. Break it up – have some white space
6. Make an offer – an enticing offer
7. Include a “Call to Action”
8. Create urgency
9. Include a promo code for tracking
10. Contact information

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Lesson 9 – Wrap-Up

Preferred providers mentioned:

Crafting Your Trial Membership

www.MapAList.com