

Membership Multipliers Masterclass: Marketing to Keep Members: How You're Losing Money by Not "Reselling" Your Membership

Hey everyone, I want to welcome you to our masterclass. We'll get started here in just a moment, wanted to just go ahead and as always a turn on the video and let everything start rolling in, everybody's start to come in. Let me just do a little bit of a shout out, Dean, good to have you here. I know this is your very first membership multipliers masterclass, so great to have you on here. Then it looks like we've got a few of Steve's, Steve Anderson, a few of your staff members on here as well, so great to have you here. Steve and I, we go way back and Steve's been a member for quite some time. I guess it was what, last week? I just jumped on a little staff training with Steve and his team and I got to meet some of, or I think all of his team actually, and was able to talk through some membership strategies with you all.

Glad you're on here, I am looking forward to getting started. Let me just check on a couple of things. As always, John, you're in the background here, go ahead and say hey to everybody.

John Donahue: Hello everybody.

John's our community manager and director of marketing. If you haven't met John yet, most of you ... A number of you have met John just by way of a welcome phone call. John also posts in our private Facebook group and so if you haven't been in the Facebook group yet, go ahead and I'll give you the URL just a moment, but go ahead and ask to join that group, John will get you approved. We do some announcements and things like that, I've got something very special going on tomorrow and I'll talk about that a little bit later today as well just kind of by way of example of what we're doing in helping you all in your memberships as well.

Let me check on a couple of things, I know ... As always, video camera is here, I got a screen over here, all of that stuff. I don't even know what my video looks like right now, but John's running it and let's do this. Type in the chat box, let us know, John just typed in the chat box there, the Facebook URL, so you can click on that. Do that really quick because I don't want you to be on Facebook while we're doing the masterclass or anything like that. If you haven't done requested to join that Facebook group, go ahead and do that. By the way, a take out a pad of paper and a pen, today's masterclass is going to be a little bit different.

It's going to be some higher level strategies on marketing and so we're going to go through that. We will have a Q&A time at the end of our time together and I want to make sure

that you get your questions answered. Here's what I'll do, I will take any questions, not only about our masterclass, but any questions you might have about membership in general so any, any questions you might have, maybe some challenges. You're facing, your biggest struggle right now, or hey, where do I find this, can I get a sample of that? If I've got it, I want you to have it and we will go from there. Just by way of announcements, let's see here, announcements, there's the URL to our Facebook group, that is our membership marketers.

I need you guys to know, you are at a higher level than a lot of people in that group. You're part of the membership multipliers and you get this masterclass that focuses in on one of the Multipliers is one of the seven multipliers that exist in every membership business. The accelerator group, which you have access to with the masterclasses there, those all focus in on marketing so you're getting more well balanced approach to membership just by way of not only focusing in on marketing, but also helping you implement it and multiply your membership. That's the goal of this level of membership. Last month we did the membership accelerator on a little known email accelerator that will increase response and get you more money. I have personally been using that this week, had some cells, had some new members join up.

I actually had a private, uh, private client inquiry from yesterday's email so I want to encourage you to use that little email accelerator there. Then this month, later this month of May, we are going to be talking about creating and the IPM, I'll share it with you what an IPM is on that masterclass, so creating an IPM so that you know who you are best able to attract to your membership. I don't want you to take a shotgun approach, just trying to do marketing and shotgun approach, I want you to be like laser stealth focused with your marketing so we're going to be talking about how to create your IPM so that you know who you're best able to attract.

As always, that's part of the membership accelerator and then all of your membership multipliers, there's a ton in there, the masterclasses from the past couple of months are in there so that you can catch up if you haven't had an opportunity to go through those, but take your time. Don't be overwhelmed, if you ever have a question, reach out to John, reach out to myself, reach out to others in the private Facebook group and ask them and post your links, post your emails, post your questions in there and we will get them answered. Somebody asked me yesterday about ... One of the questions in the private Facebook group was, "Hey Scott, is it okay to ask for a commitment when somebody signs up for membership?" You can go in there and see how I answered that question, I will give you that little cliffhanger, but don't do it now, do it after our time together.

A couple of updates, I'll be traveling next week, I'm going to be in Atlanta, Georgia, kind of my old stomping ground. It's actually the city where John and I met years and years ago so I'll be back in Atlanta. My oldest daughter lives in Atlanta, so I'm looking forward to seeing her, I'll be taking her out to dinner and spending some time with her, but then I'm going to be part of a private mastermind group sharing with them on membership. Then June 12th through the 16th,

I'll be in Cleveland, Ohio. I'll be at a conference with one of my mentors, Dan Kennedy so I'll be traveling there. Be out in Dallas, Texas. July 10th through the 14th for a private event,

and then again Orlando, Florida the week after that, oh man, July is going to be like a big travel month, I'll be in Orlando, Florida for another event and then Dallas, Texas again.

I get to have some really, really good barbecue when I'm out in Texas. Any barbecue fans, I'll let you know. Jon, are you a barbecue fan?

John Donahue: Absolutely, one of my favorite barbecue places is actually in Atlanta.

Which one is that?

John Donahue: They've changed names, but it was right down the road from where we work together.

The best barbecue I've ever had is in Dallas, Texas and it's called the Hard Eight. It's like open pit barbecue, you smell the barbecue before you even get out of the car, it's open pits, you literally pick whatever you want right off of the grill and they cut it right in front of you and then weigh it and all that sort of stuff, the best. It's not too far from DFW airport, so every time I go to Dallas, as soon as I land, get my rental car, I hit over to Hard Eight. Now that I've made everybody hungry and excited about that, let's talk about a marketing to keep members, how you're losing money by not reselling your membership. Again, marketing to keep members, how you're losing money by not reselling your membership.

I wanted to start out with this quote by Zig Ziglar and you can see the brackets there in the quote. The brackets are mine, they're not Zig's, I wanted to reframe this quote really for membership businesses. He says, "Selling is something we do for our clients." I would say it is, selling is something we do for our members, not to our members. Selling is something we do for our members, not to our members. When we do this marketing, a lot of membership businesses, the marketing stops once they become a member. You cannot stop your marketing, you need to be ABM, always be marketing your membership. The call to action is different, when you're doing marketing for somebody who's not in membership with you, obviously the call to action is for them to sign up for your membership.

But when somebody is in membership, you want to always be marketing to resell them on the membership, to get them in the membership, to get them involved, to you get them utilizing this. For those of you joining me live and if you miss ... Some of you might be listening by way of recording, but those of you who joined me alive, you think about the emails that I sent you leading up to this masterclass, I was marketing to you. I didn't just tell you, hey, here is your link, I was marketing to you to get you onto this masterclass so that you can get engaged and take next steps and utilize this training in your membership. Selling isn't something we do for our members, it's a ... Or, selling as something we do for our members, not to our members.

It's a service that we're providing to them and trying to get them to engage in membership. If you haven't figured out today, I am talking about how to resell your membership

to your current members and how you're losing money by not doing it. Let's talk about the pain point first, that many of you are losing money because you have members who are canceling, that's one way, and or you have members who are not upgrading their membership. When you're not reselling your membership to your members, you're going to have members who forget what they get with their membership. The example I always like to give is if I was to ask you what does a member get with their membership, you would be able to tell me now, you really should be able to tell me. If not, you need to go to and like read that yourself and make sure that you know all the benefits, but your members, they forget, they sign up for membership, they forget everything that comes with their membership.

As much as I do marketing and as often as I try to remind members to utilize their membership and resell them on the membership, I still have members who forget. There's some of you today who like you learn something brand new about the membership accelerators club and some of the benefits that were there and so I had to resell you on, during our time together, I had to resell you on all of the benefits that you're receiving with your membership because members forget. Multiply that X times over if you have multiple levels of membership. Steve, Anderson, you guys have multiple levels of membership. Not only do we have one level there and another level there, members forget and each level, and sometimes members don't even know that there is another level.

You're losing money by not reselling your members and they forget, and then members cancel because they don't see the value. They don't see the value, we tell them or resell them on the value and then they cancel, they cancel. We constantly have to provide that value to them, that's why I put it in parentheses there repeatedly, over and over again. We need to be saying, you're receiving this because you're a member, this is valued at X amount of dollars but yours free because you are a member. You have to do that over and over and over again with all of the benefits that your membership provides. Then members don't know about other opportunities, I already kind of hit on this about talking about the multiple levels of membership, but if I was to ask you, hey, how many levels of membership are in your membership program?

Well, you'd be able to tell me, we have two, we have three, we have whichever, but if I was to go to your members, if I was to go to those gold level members are the first level of membership, and if I was to ask them, hey, how many membership levels are in this program, the majority of your members would not even be able to say, well there is a gold diamond, platinum membership, whichever it may be, whatever the names are of your membership levels, your members would not be able to tell you that. You have to resell them on the other levels of membership because they don't know, members don't use their benefits because you don't tell them why they should.

It's one thing for me to say, hey, today is our masterclass and it's all about how you're losing money by not reselling your membership and we're going to do market to talk about marketing. It's another thing for me to be telling you over and over about why you should be utilizing this training today and implementing it in your business. I've got to constantly remind

and resell not just in my business, but you need to do it in yours. Now again, I always say like, my membership and membership multipliers and all my different levels of membership, the membership accelerators club, which is below membership multipliers and membership maximizer, which is the next level up, some of you probably don't even know, I've got a membership maximizer, I always say my membership business is on full display.

Some of the things I'm going to share with you, I'm doing some of the things I'm improving, John's helping, like taking take it to the next level so he's a new hire, all that sort of stuff, I'm putting this on full display for you because I want to challenge you in this area. membership, is not a onetime purchase, it's an ongoing agreement. This is how you're losing money again, you're treating membership as if it is a one time purchase. Whether your membership is an annual membership or it is a monthly membership, you ought to treat your membership as if it is a monthly agreement. Heck, not even monthly, like weekly. Everything you do within your business every weekend, week out is for your members, you're making an ongoing commitment to them.

For some of you it might be like, okay, hey, we need to do some marketing now because well, their renewal is going to come back up, for those of you have annual memberships. You might be saying, well, hey, what if we did this marketing, you know, a month out before their renewal, well, yeah, you should be doing that but you should be doing it every month, reminding them of the benefits. Even if it's a monthly renewal or a annual renewal, you should have ongoing marketing so that you're not treating this as a onetime purchase, I bought it once, I'll buy it again next year, don't treat it that way. Treat it as an ongoing agreement that I have to resell them on this membership every single month.

Then that way when the renewal comes up, whether it be next month or the renewal comes up a year from now, it's a no brainer decision. They're going to do it, you don't have to ramp up your marketing. Lastly, you're losing money by not reselling your membership, you devalue your members when you don't resell them on the membership. I'm going to get to the heart of that for a moment, I want that one that really kind of sink in and let that statement just kind of sit for a moment. If we really believe that selling our membership and providing our membership is something that we do for our members, like Zig Ziglar said, it's something that we do for them, not to them, if we really believe that ... Another quote that I really like is, is that selling is helping.

If I'm not going to help them, I'm actually devaluing my membership, I'm not holding them in the high regard that I should. I want to always value my members, I want to value you, I want you to value your membership. I want you to value the trainings and the tools and the resources and templates and everything that I share with you. I want you to value those things, but I want you to know I value you, and it's because of that that I'm going to constantly remind you, resell you on your membership and how it can make a difference not just in your life, but in the lives of your members.

One of the things I always like to say is that I know that whenever I help you, I am ultimately helping your members. That's why I get to do what I do, that's why I love to do what I do. That's how you're losing money by not reselling your membership. Let me do just a little bit of review, for some of you, this might be some brand new information, for others this may be a brand new information for you, but I'm going to share with you again the 5C model membership marketing. It's in my book, Accelerate, and I know a number of you have picked that up, have a copy of it and so forth but if you haven't, let me know and I'll make sure you get a copy. The 5C level of membership marketing is a first, the marketing to your crowd.

This level of marketing that is over here and over here on the left and the right, that being your crowd, that's the marketing that you do to get members. In moving people from crowd to continuity, that's the marketing that you do to actually get members. You move them from crowd to continuity, that's marketing to get membership. But think about this, all of the rest of the marketing that happens is beyond this, it's beyond the crowd, the continuity. It's from continuity to community so you've got to do marketing so that you move people from joining your membership, getting involved in your continuity to actually being a part of your community. That's another level of marketing, I'm going to give you some next steps on that today, and then you have the marketing that you do from your community to your committed.

You might think about from your community, the people who are inside your membership, who have been around and they're utilizing and they're involved in the membership community that you have, now you've got an opportunity to market to people, your members, to get them committed to the membership. Then lastly here you have the core, so think about all of this marketing. Just the marketing here of crowd to continuity, is only is the only marketing you're doing to get members. All of this other marketing, from continuity to community, from community to committed, from committed to your core, these are the people like lifetime members, these are the people you know when something's going on, they're going to be there, all of that marketing is what takes place after somebody becomes a member.

In the grand scheme of things, you're actually doing more marketing to keep your members than to get members, but most of us, we only focus on the moving people from crowd to continuity, we're only focus it on that marketing. There's so much more marketing that should be taking place within your membership to move them again from continuity to community, from community to committed and from committed to core. How does this work? What can we do? Well, again, if you haven't already done so, get out a pad of paper and a pen and get ready to take these notes because I'm going to give you some very practical next steps that you can do to do marketing on all of those levels of marketing to your members to resell them on their membership. John, let's make a note, with this masterclass, I want to put the graphic there of the five 5C model of membership marketing, I want everybody to be able to have that graphic there inside the membership site.

Let's talk about marketing from continuity to community, from continuity to community. The goal of this marketing is to get them engaged in their membership. This is the marketing

that you do that is all about engaging the membership. So again, they just joined your membership, they just joined the continuity, the marketing now transitions from the call to action being to sign up for membership, to now the call to action being to engage the membership, engage the community. When you do this sort of marketing, from continuity to community, your goal is all about getting members engaged. How do you do this, how do you do this? Let me give you a bunch of ideas and I'm going to break them down as to really how to do each of these.

You've got the handwritten note, this is the note that every new member should get. If you've been with me for a while, you've heard me talk about assimilation and taking a new member from signup to be a fully engaged in the membership. I want every new member to get a handwritten note or some sort of personalized a letter or what, so the handwritten note. Next is a welcome call, so again, I mentioned earlier that John makes our welcome calls as our community manager, you may have gotten a call from him, this is the marketing that we're doing from continuity to community. The newsletter, every month I send out a member's bonus kit, it comes with a physical copy of the newsletter. Some of you might be saying, well, I don't want to send things out.

You should, but I know we have different investment levels. Some people investing as low as I think, what was it, Steve? Oh, I won't do that. I want to hear it, but Steve knows how much his membership is per day. Some of you, your investment level is very low, others, your investment levels very high. I think the higher investment level, you should be doing something in the mail. If you can't do it in the mail, I include in the Enewsletter as well. Then you've got the Facebook group, private Facebook group. Listen, I don't know when you're listening to this training, this masterclass, but those of you on here live with me right now, Facebook just announced yesterday that they are updating their app. Some of you may have just seen like the app just got updated, it is now focusing on groups.

The Facebook feed, their algorithm, they're changing the algorithms so that any groups that you're a part of are going to get pushed further up in your newsfeed as opposed to individual posts that you might see for some friends or relatives or what so Facebook is getting more serious about this. You have the opportunity to leverage your community, moving people from continuity and community, by getting them involved in your Facebook group. Then new members receptions, live or online. I'll give you an example of this and talk more about it in a moment, but that's another way that you can move people from continuity to community. Then events, again, I'm going to break all of these down and give you specific next steps and I'll talk about events because I know some of you are doing events and I want you to be able to leverage your events, especially in marketing and getting people to show up.

Let's talk about the handwritten note for a moment, the goal is all about thanking them for their membership, that's what you want to do. There's a wow factor just in and of itself in getting a hand-written note. Don't underestimate either you or staff members taking timeout and handwriting that note that says, "I'm thanking you for becoming a member." That moves that

engagement needle over, that they actually took the time out to write me a note, put it in the mail with a live stamp. I don't know about you, but I don't have stamps in my office, if I want something mailed out, I go give it to my assistant, let her go and do it, who does that?

It's a big wow factor in getting mail and I've got a whole training of it that I do sometimes on the different piles of mail and how to get your mail open and get read and so forth. I will hit that a little bit later or in some other training, but I want you to thank them for their membership. That's the goal of this note, is to now engage with them. Listen, engagement is a two way street, but it's always initiated by you as the membership. It's always initiated by you so sending them that handwritten note is you initiating the engagement with them and getting them to take action. You can always, in the note, I tell them what to do next and point them in a particular direction as well.

The next one is the welcome call, the welcome call, this is promoting the next step to get them engaged in their membership. I won't put John on the spot here, but I used to do these welcome calls and sometimes every now and then I will, I'll pick up the phone and just do a welcome call myself. It always goes like this, it's, "Hey John, my name is Scott." Many times they'd be surprised to hear me, maybe let's reverse it around. I'm John and John's Scott for a moment, so it'd be like, "Hey, Jane, my name is John and I'm calling on behalf of Scott Whitaker and membership multipliers and I just wanted to take a moment out and thank you for being a member and the reason for my call was, is to just see if he had any questions about your membership."

Right then and there they just immediately get blown away by the fact that you're actually giving them a call so then you have your friendly conversation, is a couple of things that we do, we like to do, we'd like to make sure that people were able to log into your membership site so we'll say something like, "Hey, listen, I just want to take a moment, wanted to make sure that you were able to log into your membership site." Again, promoting engagement, then we help them get into their membership site if they haven't. Now that you're in your membership site, "Hey, be sure to click on the Facebook icon and be sure to join our Facebook group." We actually go in and John actually goes in and he'll look to see like are they already a member of the Facebook group? Because the last thing we want to do is, is if somebody is a member of the Facebook group, say, "Hey, are you a member of the Facebook group?"

"Yes, I'm already a member." If they are, just skip it, or tell them, say, "Hey, I saw that you already joined our private Facebook group so I just wanted to remind you, be sure to post any questions you have in the group. Scott's in there all the time, he's responding to people, plus you get to learn from all these other membership businesses and get to share your challenges and actually some of the joys as well from your membership." Then we talk about that and then also just as a reminder ... and we'll point them to a particular next step, whether it be a 10 the masterclass or get the most recent masterclass or all of that. Then we'll also confirm their mailing address because again, we're trying to make sure we have correct mailing addresses so that people get the mail that they should get from us.

That's the welcome call, that welcome call is marketing the message. The goal is all about engagement, engaging with them, getting them to engage the membership site, getting them to engage the private Facebook group. You determine what those next steps are for your members, if it's an event, make sure, say, "Hey, can I go ahead and put you down for an RSVP for our next live event that we've got coming up?" Or if it's being a part of the masterclass or whichever, always give them that next step to engage their membership with the welcome call. Newsletters, E-newsletters, here's how you engage new members, your prospect, not prospects, your new members from your continuity to your community.

List the names of new members in your newsletter. Now I will, admittedly, depending upon when you may be listening to this, this is not something I've always done, but it's something that we will be doing is listing the names of new members. People love to see, people loved to ... Number one, people love to see their own name in print. Like, hey, congratulations and welcome to our brand new members and highlight them and list them out in the newsletter. You can do this in your E-newsletter as well, but point them and say, "Hey." Then that way, guess what happens when people are in the Facebook group, they're then able to see like, oh, I saw in the newsletter that that's a brand new member, let me try to help them out.

People intuitively, especially your members want to help other people who are members so giving them the list of new members, marketing that list of new members to them and saying, hey, let's welcome our new members. Everybody. Be sure to come alongside them and let's help them out and get them taking next steps, your members are going to want to take action and do that. Again, it increases the engagement just by including their name in your newsletter or your email newsletter. Facebook group, I just went out there and grab this real quick off of our Facebook group, but a couple people who joined the group in the membership this past week are listed here and I think actually Dean.

Dean is on our masterclass right now with us and again, look at what Dean did. Facebook automatically grabs these names here so everybody who's new, I don't like to like do this once a week and then have a long list, I like to have a small list and keep it a small list of names so that like, people get the individual attention like there's two people here. Every two to three days we'll go in there and like, we're always adding members so then we add, we welcome them and we have a message here and this is me posting this. Let's welcome our new members and I give them a call to action and then they're tagged in this by the Facebook magic, and then Dean actually responded here.

What did I do here? The marketing that I did via the private Facebook group was to get Dean to engage in the membership and what did Dean do, he engaged in the membership. This is all marketing, marketing from continuity to community, getting people involved in the membership program. You can do this too with your Facebook group, make sure it's a private Facebook group, have members join it and then you've got the names here. As people request

to join, then Facebook will give you a little message as the admin saying, "Hey, be sure to welcome these two to three new members." You click on that. And then their names are right there.

I'm telling you, man, like Facebook is sleuth on this. They've got this down, they'll do the marketing for you so leverage it for your membership. Then you want me talking about the new member reception. My membership for the most part exist online and we're going to be doing some events this year and you'll get some marketing on being a part of those events and special invitations to be a part of it, but one of the events that we do online is this new member reception. It's a new member's perception, it's hosted online. If you have a brick and mortar membership or a physical location for your membership, you can do this in person at your membership.

What if you had a new member's reception where you invited all of your new members in and invited them to this reception and you showed them around the membership and you had existing members there. On our online one, everybody who's in the private Facebook group, this is why you should be in our group by the way, everybody who's in the private Facebook group got a notification about this online new members reception, physical location, same thing. You can send out an email, invite them to be a part of the physical live in person, new member's reception. You do the same thing whether it's live in person or live via Facebook live. This is actually going to be a Facebook live and if you haven't been a part of it yet, I hope you'll go do it. Join John and I live and you can see how I run a new member's reception.

For those of you who are listening to the recording, go to the private Facebook groups, see when the next new member's reception is and be a part of that and I will share with you by way of example, what to do when you do your Facebook live for your new members reception. Again, this is all about moving people from continuity into your community. Another way is through events, this is the last how on continuity to community. Recognize your new members at events, when you do your next event, what would it take for you to just ... As you start the event out, you do some basic housekeeping and you say, hey, welcome everybody, we're excited, it's going to be a great event that da, da, da, da.

I want to just take a moment and do some basic housekeeping. First off, I want to recognize if you are a brand new member, if you would stand up. Then you have the new members stand up. You might say, well Scott, I personally, and I'm one of these people by the way, I don't want to be called out. Well, okay, you know what? If you don't like to be called out, guess what you're going to do? You're going to stay seated. There's going to be people like hey, as soon as they are, there's an opportunity to be recognized on the first one out of my seat. Just because you might feel like, you know what, I'm an introvert and I don't want to do that, doesn't mean your members don't want to do that.

They will want to be recognized so recognize your new members at the events, you can have them stand up. Another way that you can recognize them at events is by assigning them to an existing member or an ambassador. Just so happens that I had a private client, a strategy call with them before our masterclass here today and we were talking about this very thing, about ... They were going to call them accountability groups and assigned everybody a mentor or an accountability group. I'll give you this little inside scoop here from a private client, we changed the name to be an accelerator group. I said, people don't want to be a part of an accountability group, it wouldn't be a part of an accelerator group like everybody knows or has some understanding of what an accountability group is.

I don't like accountability groups because I had a bad experience, whatever but if you change the name, call it an accelerator group, well then nobody knows what that is, that sounds exciting. You could do the same thing with your events, you don't have to call them an ambassador, but come up with some name to where now you're assigning them and it's a seasoned member who is going to say, you know what? Being a new member and showing up at an event where you don't know people for the very first time, that can be an uncomfortable experience. My responsibility as an ambassador is to take you as a new member and make sure you get introduced, make sure you meet friends, you build connections, all of that so that what? So that I'm getting you to engage in the membership by way of the events.

Again, all of these different ways, it's from continuity to community. They sign up for membership, you're now doing marketing to them so that they get engaged in their membership. Here are all the ways that we talked about, we talked about the handwritten note, the welcome call, the newsletter or Enewsletter, your Facebook group and I would probably say private Facebook group, your new member's reception, whether you do it live or online in person or online. Then your events that you have where you can recognize your new members at those events, getting them an ambassador or a membership concierge is another term, or a mentor, whoever it may be, you move them from continuity to community. You get them engaged in their membership. But just for reminder, that's doing marketing from continuity to community. What about from community to committed?

How do you do marketing from community to committed because you're doing marketing here to get members. This is all about keeping members continuity community, community to committed, committed to core. Let's talk about the marketing that you do to move people from community to committed. The goal is, if you haven't figured it out by now, is to get them committed in their membership. It's one thing for me to begin to engage my membership, to begin using my membership, it's a nother thing for me to say that I am committed to this membership. It's a priority for me, I am going to make sure that I am there for every event possible, I'm going to make sure that I am there for every opportunity, I am going to do everything possible to utilize this membership. That's an increase in commitment so your marketing at this level, the goal is all about increasing their commitment to their membership.

How do you do this? One, is you celebrate their wins. Again, I'm going to unpack these just like last time, I'm going to unpack these about how you do it, but you celebrate their wins. You get testimonies, you do offline mailings, again on that push you on the offline mailings, you point them to other members and events because again, events are a big part of this. We'll talk about how to do that at events, that you've got these people there that are new, but what about people who are in your community, how can you market to help them, do marketing to build their commitment and get them to take next steps? Let's start with celebrating their wins, you have to announce it. You have to announce their wins, you have to have a way to hear from their wins so ask them for their wins.

When you find out their success stories, you tell it, you celebrate it. If you're going to celebrate their wins, you have to announce it. You have to get on the hill top and you have to shout it out and shout it out loud to announce their wins. Think about during our time together here, I've talked about a couple of our members, I announced some of their wins. I've shared some of their wins with you and celebrated them so you announced their wins. You have to highlight members, when you're out doing your marketing, whether it be a written piece of a material, like an email or a letter or a postcard, why not put members in there? It goes back to that newsletter where I was talking about highlighting those members in the newsletter of highlighting new members.

Why not highlight members who are in your community? One of the ways that you would do this and your newsletter, well I'll tell about that in a moment. I'll come back to it. Tell stories about your members, I don't want to get too in depth on these individually just yet, do that in a moment. Tell stories about members, you want to tell their stories about them that you've had, maybe some email exchanges that you've had with members. One of the things I've actually been doing this week is I've been telling some stories about members to nonmembers to prospects and just telling those stories. Celebrate your members by celebrating their wins, you announce it, you highlight them, you tell their stories.

Next, you get testimonies. You can take those stories and turn them into testimonies and that's an ideal way to do it, but the very first thing you do is you have to ask for testimonies. Here's what I'd like for you to do, as you listened to this masterclass, I want you to go into the private Facebook group and share what is the one thing that stuck out to you most from today's masterclass? What is your biggest win or biggest Aha moment from today's masterclass, go into the Facebook group and share that. I'm asking you to, excuse me, to do that. I want you to do that, but I'm demonstrating for you on how to get testimonies. You ask for them. You see this picture here, this was a boutique event that I was a part of a couple of weeks ago with my good friend Kim Walsh Phillips. We were doing an event on launching a membership and we asked for people to write testimonies at the event.

There we were, before we left the event, passed out these different colored note cards and said, "Hey, will you give us a testimony before you leave?" We had some people, this is just a handful of them because I wanted to kind of put it here in a display, but I asked for people,

what are some testimonies? Again, you have to ask for the testimonies. Then there's no need to bargain for them. I didn't ask these people and Kim and I didn't ask these people, "Hey, will you give us some testimonies and here's what we'll do for you." No, these people, they put some thought into their testimonies. We didn't have to give them any incentive, we didn't have to bargain for them, we didn't have to reward them or anything like that but when somebody gives you a testimony, why not send people a gift for their testimony?

Now this is an advanced strategy, you don't have to do it but if it's a really big testimony why not send a gift for a to them for their testimony or a thank you note for their testimony. Let me share an advanced strategy on these testimonies for a moment, something that's not going to be in the notes, it's not going to be on the slides. As you get these testimonies, I want you to have a word document where you're dropping these testimonies into them. John knows this we have a document, a Google document, so exists somewhere out in the Cloud out there where all of our testimonies exist and every time we get a testimony we can go and put that testimony inside that document, whether John gets a testimony, I get a testimony.

I've had people record videos for me on, I didn't even ask for it, they recorded a video testimony for me and did that and I got that video testimony transcribed and drop that transcription inside that document so that we will have that. Just think about it, over the years, this document is getting bigger and bigger and bigger and it gets bigger every month as we add more and more testimonies. You take your testimony and you put it out there on the Facebook group, guess what I'm going to do? I'm going to go grab that testimony and I'm going to drop it in that document. You send me an email how we've helped your membership, I'm going to grab that email and copy and paste it into that word document.

If you're going to get testimonies, you have to use them. I don't ever want you to be in doubt about how to use your testimonies. I've got a friend of mine, Robin, she has a membership and she's been collecting these testimonies over the year. She did an entire catalog of all of these testimonies where she took all of the testimonies that she's been gathering over the years, put them in a catalog and ... I thought I had a copy on my desk that's why he's looking over here at my desk, but I don't have a copy that copy of it. We did this with another client where we actually took the testimonies and turn them into a book. The book was like two inches thick, one testimony per page, and a just a constant reminder of all of the testimonies that people had given us throughout the year.

Use these testimonies, if you're going to get them used them. Offline mailings, you can tell I'm excited and I get passionate about does testimonies, but offline mailings, reminders, why not do reminders about your events? The membership benefits, thank yous, send out those via the snail mail, the US Postal Service and send out reminders. One of my private clients does ... Whenever they gather for their online event, they actually send out biblical postcards, postcard size with a stamp on it, reminding people about their online event. You've got this opportunity here to go offline even though much of your membership may be online. Leverage these offline mailings, have that newsletter again, you're going to see this over and over, but in your

newsletter you might be thinking, I don't know how much I can write for my newsletter, I don't know that I can come up with a content for my newsletter.

What if your newsletter was more about your members and their testimonies and their wins and the new members, than it was about all of the content that you're trying to provide, so put it in your newsletter. In a digital world do something offline. You've got to show up different, show up different to your membership. That's why I do the member's bonus kits every month, people ask me, why do you still send CDs? My computer doesn't even have a CD player, this computer right here. I mean honestly does not have a CD player, but yet I still send out CDs. Why? Because I get member testimonies who say, Hey, I want to thank you for sending me that audio CD, I was able to listen to the masterclass while I was on my vacation or whatever it may be.

That's why I want you to show up different, in the digital world do something offline for your members, moving them from your community to your commitment and increasing their commitment. Think about that member that I got an email from saying thank you for sending me the audio CD, think about what they had to do for a moment. They listened to that audio CD that I sent them, they then, after they get done, had to go to their computer or go to their phone and open up their email and send me an email thanking me for sending them that physical CD. You think about the level of engagement, increasing their commitment in the membership.

What did I do there? Had I not sent those CDs, I would not have increased their engagement, their commitment to the membership. They made it a priority, they took that CD, they opened it up out of the member's bonus kit. They took that CD, took it to their car and put it in the CD player, increasing their commitment to the membership. When you don't do these things, you take it for granted. You're losing marketing opportunities to move the commitment needle on your existing members, so in a digital world, do something offline. Next, point them to other members. How do you do this? You build connections and make introductions, when I go to membership events, I'm always thinking about, okay, here's John Doe over here, here's Larry over here. Larry told me a story about this, John did this, you know what I need to connect to Larry and John, they need to share their story.

I need to introduce them, I need to create opportunities where they are going to be able to make those connections. You can do this online, again, that private Facebook group, whatever. Tag a certain member and saying, hey, John Doe had this same question. He implemented this based upon the advice I gave him, here's the advice I gave him, but I think that you and John Doe should connect on this. Build that connection, make introductions to your other members. Look for like-minded members, as you're doing this and you're wanting to point them to other members, look for like-minded members. One of the things that, uh, I did just today with my private clients was like, some of my private clients, we all gathered together at another event, not mind event, but at another event.

I was saying, wouldn't it be great if I get like you and that private client, that private client net or other private client and the four of us got together or the four of you in myself so the five of us getting together all before the event that for one day and like we just went to work on your membership. Immediately she said, "Yeah, I'd love to do that. I'd be all over that. I'm already going to be there for the event, why not meet the day before and really dig down with other private clients of yours to do something." I'm gathering them with other likeminded members, I'm pulling them out. A number of you are real estate investors in my membership, a number of you have come into membership and have said, hey, listen, I run a real estate investing in coaching or a business and teaching others how to invest in real estate. Getting you all together and the pointing you to one another so that you can see what others are doing in that particular niche.

Like-minded members, getting them connected, building those connections, members who are different, members who were different. Don't think that your membership is different from others, there are things that you can learn for your membership from other members who are completely different out of the box. Your membership that exists online, others who exist, brick and mortar, how different can you get? There's an opportunity there for you to learn from one another even though your membership is different. One of the goals that I have is actually having an event, which I'll talk about events here in a moment, is having an event and looking out and seeing like, we got all different types of membership businesses all together in one place.

We're not there yet where we can host this event but the day will come when we'll be able to look at it and say, listen, this place is the place for membership businesses, regardless of your niche, regardless of you're online, offline, regardless of whether you are as an association or a country club or a chamber of Commerce or information market or whatever it may be, it's the place for members because you're all different but we're all the same in many ways. Let's talk about events, name badges. What would it take for you at your next event where yes, you had your new members, you recognize them, but then another way is to have name badges where there is a ribbon on the name badge. You don't want to necessarily put like new member or what, but you could say first year and put a little ribbon underneath, you could create VIP and have that be for your core members, you could put like the level of the membership that they're in.

Just indicate ... In your event, on the name badge, you indicate your community who's in that community and who's in the committed. It could be by levels of membership or whichever, it could be by the length of time and membership, but you're showing people the variance of your members and you're getting them to move further in their engagement. Some people actually do name badges and will put ribbons on there based upon awards that they've won. I've literally been to one of my private clients event, where literally the main batch had a ribbon, a set of ribbons like this long, and there were all different color ribbons.

That person walked around proud as day, that's not what I would like to do. I'm like give me a ribbon or a gold star or something like that. I'm just yeah, not me, but this person, they

were proud, they wanted that. Some of your members, many of your members, they want that same thing as well. Name badges, a volunteer opportunities, you think about events and how much it takes to pull off events, why not have volunteer opportunities for your members to increase their commitment and actually volunteer for the event? What if you took your membership list and your next event that you've got coming up in the registered for the event and you said, what if we had them just greeting people as people came into the conference room? What if we had people who we're standing at the doors, opening the doors, welcoming people.

We created all these different volunteer opportunities. Why? To increase their commitment to the membership. You asked me to volunteer and number one, I'm going to show up for the event because I said yes to volunteering. I'm going to make it a priority to be at the event, increasing my commitment. I get to the event, I'm going to increase my commitment again because I've been asked to do something, I'm going to fulfill my commitment, so give people volunteer opportunities at your events. Then again, recognition, I gave this example and talking about from continuity to community but also from community to committed, you can again recognize them for their membership, have them stand up. Those who've been a membership for two to five years, you know, we want to recognize you as well so if you would stand up and let's recognize them and so do the recognition.

You could also pull them up on stage and recognize people that way. Again, from community to committed, the goal is all about getting them committed in their membership. You celebrate their wins, you get testimonies and use them, you do offline mailings, you point them to other members and you leverage your events that you're continuing to get people committed in their membership. All of this is part of that 5C level of marketing we talked about from continuity to community. We're almost done, we're going to talk about from committed doing the marketing to your core level of membership. Your core, those are the people like they been with you the longest.

You know them by name, they know you, you know their stories, you've leveraged them as testimonies, all of these previous marketing things that you've been doing, these marketing activities from continuity and community from community to committed, you've been doing this with them already. Now it's marketing them from committed to your core. The goal is get their highest possible level of engagement and commitment. You say in the beginning, from continuity to community, I'm just focusing in on engagement, from community to committed, I'm focusing in on commitment and increasing their commitment. Now to the core, I am focusing in on both, it is a dual focus of continuing to increase their engagement and continuing to increase their commitment to the membership.

How do you do this? One is you make them ambassadors or coaches, I'll talk about this in a moment, you give them unannounced benefits and you do this again at events, whether it be online or in person events. Just a reminder, by this time you've been doing all of the previous

marketing activities already so you're continuing to do that. That's why there's less here than in the other levels, because they're, they're getting all of that other marketing. Now you don't have to do as much here, but you've got opportunities available to you to move them into your core. Let's break it down, make them, ambassadors are coaches. I want to caution you, this is an advanced strategy. That private client call that I just got done doing a before our masterclass here, it was all about how do we roll this out.

This isn't something you just do and say, oh, I'm going to have ambassadors for my membership. No, you've got to be an advanced strategy, you've got to have a plan behind this. By this time, at this level, you've got an existing business and you're leveraging, I don't want to spend a whole lot of time here. I want to let you know more than anything, for many of you, this is a possibility for you. Whether you're just starting out and membership or existing membership or been doing this for years as I know some of you on here have been doing this, you can make them ambassadors are coaches. Be glad to talk about this offline and do one on one because it is an advanced strategy, but I want you to know when you do this, they are representing the membership.

It's almost as if they're a staff member, you're not compensating them. You don't even have to compensate them, but they are representing your membership and they are leaders and they should be held accountable. You can't expect what you don't inspect, so you can't have expectations of ambassadors and coaches and the not inspect it, you've got to inspect it. You hold these people accountable as your core members because you're now making them leaders and you're holding them accountable. Then next, you can incentivize them, it doesn't have to be compensation. You can incentivize them, you can reward them, you can recognize them. Sometimes that recognition is the incentive enough that they get to walk around with a ribbon on their name badge saying that they're an ambassador.

There's ways to incentivize them that doesn't cost money, and I want to remind you, this is a privilege. It's not to be given or taken lightly. More than anything, know this is available to you. It's an opportunity and if you want to dig deeper on this may be a join in with my private client and become a private client, we can really unpack this and take your membership to the next level there with that. You can give unannounced benefits, again, marketing people from your ... committed to your core. What would it be for you to do unannounced benefits, something that you didn't promise them, you've been holding in your back pocket that you're going to pull out to them so that you can move them further into the core of the membership?

One is special experiences, think about this. You do an event, what would it be for you to provide a meal, lunch, or dinner or breakfast or whichever it may be, with just your committed members and your core members and you get your committed and core members in the same room and gave them a special experience, a special opportunity. Again, advanced strategy, but think through. One of my private clients actually said, you know what, I like to go snow skiing. So when I go snow skiing, I can get it paid for by, uh, bringing some members with me and I can write off right off of the adventure as a tax benefit. I'm going to invite some of my committed and

core members to this special experience where they can go snow skiing with me and we'll all get this big lodge on the side of the mountain and, this is true story.

Now I'm going to create this special experience and I'm going to get members to pay for it so that I can do it or I write it off as a tax write off. One of special experiences, John, I know you're a big Disney fan, one of the special experiences I actually was able to do was with my mentor, Dan Kennedy. Just 10 of us were able to go spend two days with Dan Kennedy, at the boardwalk resort in Walt Disney world, Florida. We spent two days looking at the business model of Disney and we got a behind the scenes toward VIP tour with Disney. This was a special experience, we got to have lunch with an imagineer. I still have a plaque somewhere, that they gave us, but got to have lunch with an imagineer as part of that and then we also kind of got to look at some other behind the scenes deals.

We called it eating our way around Disney because we went through a number of different ... some of the higher echelon restaurants. We got to go and do that, we got to meet other members there, like complete special experience that we would not have been able to do. We actually get to go to a golden oaks and take a tour of Golden Oaks. John, is that the name of it, Golden Oak?

John Donahue: Yeah, it's the Golden Oak community.

Yeah, the Golden Oak community, we took a private tour of the Golden Oak Community. Admittedly they've tried to sell us on some stuff there, but like, I mean, all of this worst of special experience there that would not have been able to happen otherwise. We got access to resources, you can give that as an unannounced benefit to your members as well in saying, hey, listen, I know I didn't promise you this, but I really want you to have this. A lot of people I have benefited from it, I want you to have access to it as well, and then access to others. I Use that in my example about the experience that not only did we get access to the experience and everything, but we got access to the other people in the room that were there. Think about this, you know people, you know people and you have resources and you have access to other people who your members can benefit from.

Why not make it an unannounced benefit and get them exposure to the resources or the people that they could benefit from? Events, highlight them again, repeated thing that you can do with your events is highlight your core members. Highlight them in and tell their stories, share their stories. Let them know that, these are the people you should be looking up to, give your core members special seating. I've gone to events where I've been a part of that core membership and I get the ... You're going to be at a three day event, those conference room chairs, they're not the most comfortable chair so they give you the lumbar support. Everybody who was a core member, we all got those lumbar support that we were able to put on our chair.

We are able to reserve our seating and have that lumbar support and like be able to show off, yes, I'm a core member, I got ... was able to make my chair more comfortable. Again,

the name badges, giving them the highest possible ribbon, whether it's VIP or elite or whatever you want to call it, recognize them there. Make your members presenters, if your members are out there doing things and they're utilizing your membership and they've been with you and they've got the success story and they've got the testimonies, why not make them a presenter and highlight them before the entire group at the event and again, make them volunteers or better yet make them a volunteer leader. You got all these volunteers coming together from ... you're moving people from a community to committed, why not from committed to your core?

Those are the people that are going to be our volunteer leaders so we're gonna have them oversee our volunteers so that they can manage our volunteers. Again, I know this is all a lot of high level stuff at this level in the marketing paradigm, but these are opportunities that exist for you ahead. Marketing, from committed to core, the goal is to get their highest possible level of engagement and commitment, make them ambassadors or coaches, give them unannounced benefits, events and again, the crowd at continuity. That is all about getting members everything from this level down from continuity to community, community to committed, committed to core. That is all about doing marketing to keep your members and increasing their engagement, increasing their commitment, or both, increasing their engagement and commitment at the core level.

You might be saying, well, Scott, okay, you gave me a ton of ideas here, how do I get started? What is the one thing that you can do first? Well, start with continuity to community. It's the easiest to get started with, go back and look at what are you doing with your communications to move people from continuity to community to build engagement in the membership. Then increase that communication where needed, you might say, hey, we ought to be doing some communications more frequently than what we'd been doing so let's increase the frequency, but also let's improve, uh, the existing communication so that we're reselling and retelling them about the membership and we're reselling them on that. That's where you're best able to get started.

I'm giving you some very simple steps because I know I've given you a ton of ideas, but I want to help you take action. Your action at this point is to start with continuity to community. Look over all those ideas I gave you, start with your communications, increase it if needed, and then improve it where your existing communication is so that you're reselling and reselling them so that you're getting them engaged in your membership. Let's do this, John, I know I've been going like 90 miles an hour here, man, we're going to do some Q&A. Usually by this point, everybody's got a good grasp on the masterclass and there's not a whole lot of Q&A so I will do an open Q&A. If you have a question, feel free to type it into the chat box and we will do some questions here. If we don't, that's fine.

I know a number of people, you join us via the recording in your membership site, which is fine so go type your question in the Facebook group and I'll be glad to do that and answer it as well. And then as always, I'm going to ask for your testimony. Go share a win or your biggest

Aha moment in the private Facebook group so that others can see what you are doing in your membership. Any questions we've got coming into the queue?

John Donahue: Not yet.

All right, give it one last call. I see my little notifier here. I'm not seeing any questions so as always, I want to thank you for being a member of the membership multipliers. Today's masterclass was all about marketing to keep members, how you're losing money by not reselling your membership. Hopefully by now I've given you some ways to plug the hole so you're no longer losing that money by not reselling. Now you're going to move from not reselling to moving to reselling to increase engagement and increase commitment in your membership. As always, it is a privilege to be able to serve you guys and you ladies. I do not take lightly the responsibility I have to be able to impact you, impact your membership because I know that when I do it is impacting your members and their life, their business, their relationships, whatever the outcome may be of your membership, I know that I'm able to be a part of that.

Thank you, thank you John for running all of this in the background. Give us ... by end of day tomorrow or the next day or the next business day, the recordings should be in your membership site. Then as always, keep an eye on your member's bonus kit, you will be receiving the next masterclass inside your member's bonus kit and if there's a way that we can help you, serve you, let us know. Otherwise, thanks for joining us, have a great day.

All right everyone, see you.