

Membership Multipliers Masterclass

How to Make Your New Members Say 'Wow'

& They Engage, Stay and Refer

With Scott Whitaker

Scott Whitaker: Hey, everyone. If you're logging in early, I want to welcome you to this month's masterclass. You can see my screen. You should be able to see my video, but you should also see a special guest. I shouldn't say guest because this somebody who's going to be part of our team here. I will introduce her in just a moment, but I want to make sure that you can go ahead and you can hear us, you can see us. So, if you would, in the chat box, type that you can hear us and see us. So, just yes. Welcome. So, again, go to the chat box and let us know.

I see a couple of you already here. Steven, David, you guys are here. All right. So, Lauren, you should see ... Yup. Okay. I'm seeing some yeses. So, Lauren, you should see on your screen that little bubble popped up on the orange, on the far left side underneath all those buttons. Are you able to see?

Lauren Mainguy: No. I see in the chat box where it says, "Type in the chat box, and let us know if you can hear us."

Scott Whitaker: Okay. So, that's me, and then on far left-hand side there underneath all those buttons, there should be an orange button that just popped up.

Lauren Mainguy: Okay. Yeah. Yeah.

Scott Whitaker: Okay. There we go. All right. Some people responding there. So, type in the chat box. Let us know that you're here. I see some others logging in. Jonathan, David, Cindy, Mitch, Steven, everybody, okay. Looking good. Hey, listen. I want to do a couple of things here. We're going to go and get started. It's the top of the hour. I don't know what timezone you may be in, but I want to make a special announcement, and I want to welcome Lauren Mainguy. She is brand new to our team. You can see her video. So, if you're wondering who that is on video there, that's Lauren. She is the new director of marketing, and administrative assistant.

So, many of you have known or have spoken to Emily. You know that Emily went to go work for her husband, but we were able to find Lauren. Lauren was able to find us. So, very excited about that. Lauren is going to bring a number of new things to our team in the sense of marketing, and taking a new role that really I'm creating more so on the director of marketing side of things. So, really excited. Lauren, go ahead. Tell us a little bit about yourself, and introduce yourself to everyone, and then tell us a little bit about what you've done in the past, and then we'll dive in into our masterclass. So, welcome.

Lauren Mainguy: Okay. Thank you so much, Scott. My name is Lauren Mainguy. I recently relocated down to the Carolinas from Washington D.C. I was working in D.C. in the marketing division and also in operational position for an art gallery based on Capitol Hill, and a hospitality group also based on Capitol Hill, working on events, and working on different operational staffing roles in the past.

I'm originally from North Carolina. I was born in Winston-Salem. After about 10 years, I just wanted to get back down to the Carolinas for a little bit [inaudible 00:03:47] and lots of southern hospitality.

Scott Whitaker: Yes. So, I'll just say this upfront. Some of you maybe wondering, Lauren lives on a boat. So, she is on her boat right now. So, if you're wondering, "Hey, that little curtain behind her looks like it might be on a boat." Yes, she's in a boat. So, she lives a great lifestyle off the coast. Who knows? One of these masterclasses, she might be logging in from somewhere in the middle of the Bermuda Triangle or something like that. So, who knows?

She loves to sail. She was telling some of her sailing stories yesterday. Lauren is brand new. So, she's learning the ropes, and she'll be in the Facebook group, and she'll be responding to your emails. I should put your address on this slide here, but it's Lauren, her first name, and then @membershipmultipliers.com. So, if you want to drop her an email, do that.

I will tell you this. Do not try to hire my assistants. Do not try to hire my staff. I have had people send emails to my staff trying to hire them away from me, and put them in their membership business. So, if you want to get kicked out of my membership, you try to hire my staff. No, I'm just kidding.

Lauren is going to offer a great next level in our marketing and helping us get more members, and help me on some of the side things with administrative assistant role as well. So, Lauren, welcome. If you want to turn off your video camera, you're more than welcome to do that. I'm just going to make a couple of other quick announcements.

Go ahead and if for some reason you've not joined our membership marketers Facebook group, go do that. Right now, normally, I'd tell you to shut off your Facebook, shut off your email and all that stuff, but go ahead and join this Facebook group because it is one of the ways that we're trying to communicate more and more with the membership. Like yesterday, I just posted an announcement in there that I just released the membership accelerator for this month, which is the 222 Marketing Triggers to Create More Sales and Get You More Members. It's a brand new masterclass just for membership accelerators, but as a membership multiplier, you get access to everything in the membership accelerator.

Now, let me say, I know some of you, you're still brand new to the membership. You picked up one of the trainings that I've done. Maybe it's the 15 membership multipliers or the trivia membership toolkit. Listen, just follow that toolkit and follow those trainings first before you try to dive in into all these membership benefits that you receive with me.

So, if you're brand new, do the course that you picked up from me, make your masterclass with membership multipliers a priority, and if you can't make it live, I put the recording of the masterclass in the membership site there, and then as you have time or desire or a need, especially for marketing, that's membership accelerators. So, the Membership Accelerator Club is all about marketing. Membership multipliers is all about building your membership.

So, since it's my highest level besides my private clients, since it's my highest level of membership, I give you access to both, membership multipliers, and the Membership Accelerator Club. So, always trying to add more benefits, and help you more, but if you're looking for marketing tools, the Membership Accelerator Club is where to go on that.

So, a couple of updates. This month of February, I've been traveling a great bit. I should say month of February, you can tell I've been traveling so much in the month of February that it is now March. So, I'm just getting off of the road. I literally got back home Saturday evening this past Saturday for being on the road for seven days meeting private clients, and so forth, and attending a conference, and helping some friends out there with their conference speaking engagements and so forth, but the month of March, I'm taking it easy, intentionally.

March 8th, actually, this coming march 8th, this Friday is my oldest daughter's birthday. She turns 21. So, those of you with 21-year-olds, if you have any wisdom advice for me, I'm always looking for that wise sage advice in raising your kids. So, shoot me an email on that. Let me know what tips and tools you have.

Then starting in April, I go back into this travel schedule again. I'm going to be in Nashville, Tennessee on April 8th through 9th. I'd be in Atlanta April 16th through the 17th, and then again back in Atlanta, May 7th through the 10th. So, if you're in any of those area or you're going to be traveling to those areas as well, shoot me an email. I'd love to grab a cup of coffee with you, maybe even take you out to lunch or something like that, and dig down, just spend some time working on your membership if you're going to be in any of those areas.

So, let's talk about how to make your new members say, "Wow!" and make them engage, and stay, and refer. So, I want to dive down. When somebody joins your membership, what happens, what happens when they join your membership? Now, some of you, you're brand new with me, and this is a brand new concept. Others, you've heard me talk about this before, but I want to go back and revisit this on how to make your members say, "Wow!" and get them to engage, stay, and refer.

So, Ken Blanchard has this quote here of, "Just having satisfied customer," and I would insert the word members, "Just having satisfied members isn't good enough anymore. If you really want a booming business, you have to create raving fans." So, I want to help you create these raving fans, these raving members inside your membership business. It's the assimilation multiplier.

Now, just as a reminder, there are seven multipliers in your membership. There's the content multiplier, which is all about what you're going to provide your membership, when you're going to provide it, how you're going to provide it. There's the assimilation multiplier. I'll talk about that in a moment. There's the marketing multiplier. That's when and how you market to get members, but also marketing to keep members. Then there's the retention multiplier, ascension multiplier, strategy, and leadership.

So, today, when we talk about how do you take your new members and get them to stay, engage, and refer in your membership, it's all about assimilation, how do you move them from signup to get them fully engaged. Today, we're going to talk about what do you want them to receive.

Now, the assimilation multiplier is made up of these three question: What do you want your members to receive? What do you want your members to believe? What do you want them to achieve? Today, we're only going to talk about receive. In one of the upcoming masterclasses, we'll dive down in on what do you want your members to believe, and what do you want your members to achieve. Just today, it's all about what do you want your members to receive.

So, if you haven't already done so, take out a pad of paper, pen, and let's dive in and let's get ready to take some great notes on this as we unpack this. By the way, if you've already put this in your membership, I want you to go back and rethink this. This is something I do a couple of times a year. Even my own process, I'm constantly revisiting my assimilation plan of how I want and when I want my members to receive. I'm constantly adding new things because I'm looking at it and saying, "Just because I automate this doesn't mean I should just set it and forget it," which by the way, I met that guy who did the infomercial on set it and forget it. You remember him?

So, what do you want your members to receive? I'd write that down, and what do you want them to receive in the first hour. So, the first hour is the welcome email. So, what do you want your members to receive in the very first hour? Really, within the first five minutes of them processing their membership, I want them to get a welcome email. Now, even I do this over the phone, and they processed their membership over the phone or they processed it online, I still want them to receive a welcome email.

So, in that welcome email, what am I doing? I'm reminding them of their membership. So, I'm basically reminding them everything I said to them on the phone or everything I had for them on the sales page, the major bullets. I'm reminding them of their membership. It's a lot of features that, "Hey, as a brand new member, you're going to receive a monthly masterclass. You're going to receive access to online membership site. You're going to receive access to our events. You're going to receive membership discounts. You're going to receive a members' monthly bonus kit." Those are all feature-oriented because I want them to begin looking for those features, so that they can begin to engage.

Normally on my sales page, it's all about the benefits, "Here's how you're going to benefit. So, every month, in the masterclass, I'm going to help you do everything I can to get you more members every month." So, that's benefit-oriented as supposed to feature-oriented. So, remind them of the membership.

Then for those of you who have an online membership site, I want you to include a video tutorial of the membership site. Now, Lauren, I'll just say this to you. One of the things I need to do, if you want to put this on my list, I need to go in and rerecord the welcome video to the membership site that we have your membership multipliers. If you go in and you look at that video tutorial that I have on the membership site, it's under the Start Here button.

It's a little bit old. It doesn't say anything about the Membership Accelerator Club. It doesn't say anything about the masterclasses there. I've actually added some more resources since then. So, it looks a little bit different. So, I need to go back in, and I need to update my video tutorial as part of the membership site. I want them to know that they can go and take a video tutorial and take a tour of the membership site from that welcome email.

Then I want you to give them their login details. Tell them, "Click this link. Here's your username. Here's your password." Make sure that they have that right upfront. I like to include that in as many multiple emails as possible, so that they're always able to see their login information, and they never have to go back and say, "Okay. Where do I go?" I want as many as possible in my member communication to always have that login details.

Especially in the welcome email, I want you to give them their login details. By the way, let me say, I'm going to give you after we're done and when I get this loaded into the membership site, those of you who are on this masterclass live, I'm going to give you a script for that welcome video tutorial. So, I'm going to give you script of one of my welcome videos. I'm going to give you the sample welcome email that you can take, and swipe, and deploy, and put it for your membership. For everything that I'm going through here, I'm going to give you samples, so that you have that, okay?

So, be looking on the membership site. Just below this video, there should be a link to where you can download a Word document to where you can take my emails, my welcome script, all of the emails and scripts I'm going to be talking about today. You can take those, and just adjust it for your membership.

So, after the first day or the first hour, it's the first day, what do you want your members to receive in the first day? Well, I want it to be the welcome call. So, think about this in the mind of your members for a moment. Some of you, by the way, you have a large membership. It would be interesting for you to just go be a member, and see what happens to see if your staff is actually doing these things.

Put your own membership to the test. Sometimes I like to pull out a credit card myself, and just sign up for my own membership just to double check what happens. So, first hour is a welcome email. The first day is a welcome phone call. So, in that welcome phone call, I want you to personalize the call. I want you to look up their profile and pull up their profile, and I want you to know as much information about that person as possible.

I want you to look and see. Do you know the name of their business? Do you have a website for them? Can you pull up the website? Can you pull up what they're doing? For those of you who are B2B, where you're working with other businesses, see their website. For those of you who are working with individuals, maybe try to see, can you pull them up on Facebook and just see what you can pull up about them? Try to personalize the phone call as much as possible.

Now, I don't want you to freak them out. I'm not looking for you to freak them out, and say, "Hey, I pulled up your Facebook profile, and I was doing this Facebook voyeur on you. I saw all the pictures of your family, and I saw all the pictures of this, that, and other." No, I'm not talking about that. I just want you to be able to know who you're talking to. I want this to be a personalized phone call. Pull up their profile in your database, and look. Do you have this information that you're looking for that you would like to have on them?

It also offers an opportunity for you to know what questions you need to ask. So, if you don't have a mailing address from them, maybe ask for that mailing address. If you do have a mailing address, make sure it's the correct mailing address. The other reason why we need to pull up their profile is ... I live on the East Coast. So, if we start making welcome phone calls at 9:00 in the morning, we don't pull up people's profiles and they live out on the West Coast, where I just spent seven days trying to adjust to the timezone difference. That's 6:00 in the morning.

Nobody wants to receive a phone call from your membership at 6:00 in the morning. So, pull up their profile. See what timezone you're calling in to for those of you who have members in multiple timezones. So, I want you to know these things about them, so that you can then say, "You know what? I need to wake maybe later in the day to call them. Maybe I need to ask, just confirm their mailing

address," especially if your mailing something out to them. You want to make sure it's a mailing address, and not a billing address. Sometimes those things can be different.

So, I want you to have all of this before you actually call them. You're doing this ... This is what I call as a pre-call prep. So, I want you to personalize the call, know who you're talking to, pull up their profile in your database, and then I want you to smile.

Now, I recognized, some of you, you are not the ones making these phone calls. So, I want you to make sure your staff is smiling when they talk on the phone. I'll say this. In my process of hiring Lauren, one of the things I did is I conduct three interviews. So, maybe at some time I should do a masterclass on how to hire people, but I conduct three different interviews, three different locations, and I have some different tools.

One of the things I'm looking for is when I do one of my interviews, the location is over the phone. I'm looking for, "Does this person actually sound like they're smiling? Does this person sound like they're actually pleasant to talk to over the phone?" Now, Lauren didn't do your welcome call, so you haven't had the chance necessarily to talk to her over the phone, but I can tell you one of the things that struck out at me is that, you know what? She sounded like she was smiling when I talk to her. She sounded like she was engaging over the phone.

I didn't want to have people or especially a staff member working on my team who doesn't sound like they're interested in talking with people over the phone. There's one person, specifically. Once I talked to them over the phone, I shut down the interview because they didn't even sound like they were smiling. Now, you might say, "That was rough, Scott. It was a bad day." Listen, maybe that person was having a bad day, but guess what? When you're working, you're going to have bad days as well. There's just going to be bad days. I want to know that even on your worst day, you're going to smile on the phone.

So, even though that person could have been having a bad day, I don't know, I'll give them the benefit of a doubt, they still weren't smiling. They still didn't sound like they were engaging. So, if I was talking to you right now and I wasn't smiling, and I will just change my demeanor a little bit, and I sound like I'm just talking on the phone, all of a sudden, you can sense my energy level is down, I'm not smiling, I'm just talking regularly. No, I want them to smile. I want them to smile big when they talk on the phone. So, tell your staff or if you're making these welcome phone calls, make sure, if you don't do anything else, make sure you smile when you make that welcome phone call.

Then I mentioned this already, but when you get them on the phone, confirm their address, confirm their information. You've got it pulled up right there. If they've got an odd-sounding last name, make sure, "Hey, I want to make sure I know how to pronounce your last name. Is it ...?" and then you'll pronounce their last name or their first name. Confirm their mailing address, "Hey, I just want to make sure that ... Periodically, I mail things out. I want to make sure I have your address correct. Are you located ... Is this the best mailing address for you? I have your website as ..." I mean, have all of that.

Now, there's more that I want you to do on the phone. I want you to give them their login information. You might say, "Hey, I want to welcome you," confirm their information, introduce who you are, all of that. I'm going to give you a script for this. Then confirm, "Hey, I just want to make sure that you're able to log in to our membership site. Have you been able to log in so far?" If they say, "Yes,"

"Great. I just want to make sure you have your login information." Typically, I try to include that in as many email communications as possible, so you always have it handy. If they say, "No," say, "Well, hey, do you have a moment? I'd like to make sure that you get logged in to the membership site, and that you have your login information."

So, they might not have a moment right then and there to log in to the membership site and do that, but you can say, "Well, if you have a pen and paper, I want to make sure that you're able to go to the membership site and log in. Can I give you your username and password over the phone?" or let them know, "Hey, I'll email you this as well," which I'll answer some common questions here. Let me just do that up there as well.

I want you to follow up the phone call with an email. So, after you call them, everything that you said on the phone, then put it in email. So, again, I'm going to give you the script for this. I'm going to give you the followup email, the script for the phone call, the script for the followup email, so that you'll see how we do it here, and you can take it, swipe it, and deploy it in your membership.

I want you to put in there, "Hey, just to confirm, we have your mailing address as ..." and put the mailing address in there. "Again, I've mentioned this over the phone that I wanted to make sure that you have your login information. Be sure to save this email because it includes your login information as well."

Answer any other additional questions maybe they have about the membership. "Hey, just to recap our phone call, you're in a trial membership, so you're getting two months free," or one month free if you're offering a trial membership or, "Hey, I mentioned this that our next upcoming event is going to be ..." and include the details on the upcoming event that you may have going on. If you're doing something online, a webinar or a masterclass, "Hey, I just want to remind you that the next masterclass is coming up. If you can't make it, that's okay. We're going to put it in your membership site. Here's the login for your convenience." So, follow all that up with an email after the phone call.

Now, I try to anticipate this question. It's a question I often get and that is, "How many times should I do a welcome call?" Well, I'd like for you to do it three times. Now, if you get a hold of them the first time, that's fine. You don't need to do it. You got a hold of them. If you leave a voicemail or your staff member leaves a voicemail, follow up that voicemail with a phone call, then on another day, at a different time, try to call them again, and then follow that voicemail up again with another email. Then if you got a voicemail, a voicemail, follow that up by email, by email. Try one last time maybe on a different week with one more call.

I really want you to personalize this membership. So much of what we do is online nowadays. Online is impersonal. So much of what we do is transactional in the sense of they paid or filled out this online site, and then that's it. They got this emails, and they're getting communications from you, but I'm telling you, you will create raving fans in your membership if you do a welcome call. I mean, think back to it.

When you joined my membership, you got a welcome call. Now, some of you, you got the three voicemails and the three emails, followed those up just because you are hard to get a hold of. We followed it up. We did. We made every effort to get a hold of you by phone and to followup by email with each of those voicemails. So, hopefully, by the third try, we were able to get a hold of you.

I want you to do that for your membership. Your members matter. This isn't some transaction that you're doing with your membership. I want it to be personalized. One of the reasons why I invited Lauren to come on and wanted you to see her was because we made this transition. I wanted you to know.

You surely haven't spoken to her yet because she just started yesterday, and if you're watching this in the months to come, I'm talking one of our new hires here, Lauren Mainguy, but I wanted you to get to know her and see her, so that you can then personalize who you're talking with, and I want her to get to know you guys. So, she's going to be in the Facebook group.

Personalize your membership as much as possible, and you do that with the one day phone call. So, what do you want them to receive in the first hour? What do you want them receive in the first day? I want them to receive a welcome phone call.

So, again, I'm going to give you the call script and the welcome email here as part of it. So, be looking for that in the membership site. I'll have all of those downloads for you in a Word document, so that you can take it, and make it your own, and swipe and deploy it, which I'm hoping you know what that means by swipe and deploy. I want you to swipe what I'm doing, and deploy it, make it your own, and put it in your membership.

So, the next one, what do you want them receive first hour, first day, the first week? I want it to be the handwritten note and a wow gift, the handwritten note and a wow gift. Yes, I want you to handwrite the note. Again, I'm going to give you a little script, but I mean, it's just a handwritten note. It's just saying, "Hey, I just want to take a moment and thank you for being a member. I'm looking forward to doing everything I can to help you whatever the benefit or outcome is of your membership. Enclosed is a gift. It's just my way of saying thanks for being a member and for being a part of our membership."

So, very simple. I want you to handwrite the note. Yes, I want you to handwrite the note, and I want you to handwrite the envelope. Some of my stationery here, I keep these on my desk, so I can do handwritten notes when I'm traveling or get a new member. We can take these out and handwrite the note.

You can see, this is a blank inside. I'm not pre-writing these things. I may do it if I'm going to do a big membership push and I'm going to get dozens of people to sign up at one time. I may go in and handwrite some of these and then just go back over the beginning and say, "Hey," whatever their first name is, just so that I can get these out in a timely manner, get these out within that one week. So, I want you to handwrite that note, and I want you to use some simple stationery.

Now, a gift. I use something that's branded. You don't have to be that difficult. Just go to your local store, go to the grocery store, go to Amazon, just pick up some simple stationery. It doesn't have to be branded with your membership. It doesn't have to have your logo on it or anything like that. Just get some simple stationery with some envelopes, and handwrite those notes or have your staff handwrite that note.

So, sometimes, I will handwrite it. Sometimes I'll have Lauren handwrite that note, and send it out. Then I want you to include that wow gift. I want you to tell them about the wow gift inside the

note. Now, let me just say, I have had questions. I want to save some people some embarrassment because I've had questions saying, "Well, can I handwrite the note, but can I do a label for the envelope?" No. Handwrite the envelope as well.

Now, you can pre-do the envelope if you're going to get stationery printed. I don't mind you having your return address pre-printed on there, but I want you to handwrite the recipient address. I want you to handwrite their name, their address. I want there to be a live stamp on that note. It's getting your mail in that A-pile. I don't want to spend a whole lot of time of A-pile, B-pile, C-pile mail.

When you receive something in the mail and it's handwritten to you, hand address with a live stamp on it, that gets opened first. Anything else falls into the B-pile, whether it may be a bill that you know you need to pay, and you just stack the bills until you go to your online bill pay, and process your bill pay or what. C-pile is those envelope solicitation mail. It just goes straight into the trash. Many times, it doesn't even get opened, but that A-pile, that gets opened first. So, do not, do not put a mailing label on the outside of your envelope when you send this handwritten note and welcome gift. Again, I'm going to give you a sample note that you can take.

It can be simple. It doesn't have to be expensive when we talk about the wow gift. So, another common question that I get, and I've got some wow gifts over here that I'm going to share with you. Another common question that I get is, "How much should I spend on my wow gift?" Well, I don't know. I mean, it's really up to you. I've got people who charge all sorts of different rates. Some of you, you have an annual membership. You're an association. So, you charge annual membership. Some of you, you're a business-to-business membership or business-to-consumer membership, anywhere from \$29 a month membership. Some of you, your membership is up to \$5500 a year or what.

So, I want you to have a sample gift or not a sample gift. I want you to have a wow gift. I'm going to show you some samples in a moment here, but I want you to have a wow gift that is going to make a great first impression. I can't tell you how much to spend. Everybody's profit margin on their membership is at a different rate, but I want you to have a wow gift.

So, let me pull some wow gifts here. So, first, if you joined our membership recently, you received this powerbank. Yeah, I got this done, and I'll give you some contacts and everything about where you can get some stuff like this. So, it was this powerbank, and I included a note in there about wanting to put more tools in your toolbox. So, I wanted you to give you this powerbank or something. Maybe even the note read something about wanting to add more power to your membership or something like that. So, just a nice little tweak to tie it in. You don't have to be creative like that to do that, but just acknowledge the wow gift, "Inside this package was a gift for you, just my way of saying thanks for being a member."

So, that was one of mine. One my clients sends out this journal. I mean, it's a really nice journal. This is a cardboard piece of journal. I actually wrote my ... Well, not the first name. I did write ... I'm not going to show you what I wrote. So, this is a really nice journal. They got this emboss on there. That's their logo. You don't have to go that far to do that, but if you're going to look at investing some money on this, you might brand it that way.

By the way, these powerbanks, they were not that expensive. You can get powerbanks at \$8. The really cheap ones, if you want to go to the really, really cheap ones, you can get them for about five bucks. Now, I chose to do something a little bit nicer, but it doesn't have to be expensive.

Another one. Now, this one ... So, this is one of my wife's favorites. This was a blanket. This is a really nice blanket. Now, it's unfolded and all that stuff because my wife likes to use it when she's watching TV in the evenings, but they embroidered their message right here. For as nice as this blanket is, it was still rather inexpensive. You can find these things online. I'll give you the name of a couple of vendors that I use that will help you, give you some options about what you maybe looking for, but also, think about that blanket, when it arrived in the mail, that's a big package. I mean, that package makes a statement. It came in a big box when they sent it to me.

So, think about this. They signed up your membership, and within a week, they're getting this big box or they're getting this package with something in it, making them want to open that package, and your membership never said anything about it. You don't tell them in your emails that, "Hey, be on the lookout for this. I'm sending you this gift." You don't tell them and give them a heads up. You want it to be a wow surprise for them. So, don't put that in the email there.

I included this picture there. This is a picture of one of my members. She sent this to me, but one of the things I used to do was, is I used to send out these brownie boxes. I mean, literally, I think it's fairytalebrownies.com or something like that, but they have some really, really brownies. So, she actually took this selfie, and sent this to me.

Now, think about this. I did not ask her to take a selfie of the gift I sent her and send it to me. She got this brownie box in the mail, was surprised by it, had such a wow experience that she then took a selfie of it and said, "Hey," sent me an email, "attached is a picture. I got your brownies. They were delicious." Think about the psychology and the experience that I just created for her.

By the way, you could tell by the look on her face, the big smile that she has, she was excited to get this. I did not solicit this. I did not ask her for this. She sent it to me because I did this. Would you say I made her a raving fan? Absolutely. When somebody says, "Hey, look. I got this," man, you just made them a raving fan.

I sent another package to somebody and they sent me an email saying, "Wow! Bravo!" They were just so surprised by it. You're going to get email communications back from your members letting you know, "Thank you."

The second week, this is still tied to the welcome gift, I sent an email to follow up the gift. Now, some of you who are new, you received this email last week, maybe even received it this week, but you received an email. It said, "Did you get your powerbank?" or "Did you get your power tool?" So, I'm putting a subject line there that says, "Did you get your ...?" and then I tell them, "Hey, listen. I just wanted to confirm that you should have received a gift from me. It's just my way of saying thanks for being member. If you didn't receive it, reply back and let me know."

I'm engaging them. Within that second week, I'm sending them a reminder email about the gift I sent them. Now, again, I'm not asking, "Hey, can you take a picture of your gift and let me see it?" I'm not asking for any of that. I'm just confirming. Here's what I did. I added this email to follow up the

welcome gift because I started realizing, I'm sending out all of these gifts, and nobody is letting me know they're getting them. I want to know if they got them, especially for those of you who have staff members, and your staff members check the mail for you. They may screen your mail, and I want to know that my gift didn't go to some staff member.

Now, if you gave your gift to the staff member, I'm fine with that, but that's your decision, not your staff members. So, I started sending out this email of, "Hey, did you get your gift?" All of a sudden now, I'm starting to get replies people saying thank you, and they're genuinely grateful. As a matter of fact, an email that I received, somebody is saying, "Wow! Bravo!" they sent that to me before I actually sent them this email. So, you're going to get email communications from those who become raving fans, but even still those who don't send you an email, I want you to send this email.

There have been times where I have sent this email out, and people did not realize that gift was from me. They receive so much mail that they think it's a solicitation. I get it, too. These pens, they come in the mail to me and, "Hey, get your imprint on these pens," but every now and then, I got to look down at it, and make sure it's not a solicitation pen, that it's not some gift that somebody is mailing to me, which by the way, pens are a great inexpensive gift for your membership as well. I want you to send out that email because I want you to intentionally tie that gift to your membership.

Now, if they say thank you, that's great. If they reply back, that's great, but I want to do everything possible to make it known that I'm the one that sent you that gift because I'm going to tie it to your overall membership experience. So, I time these emails to go out the week after or within three to four days after you're able to receive that welcome gift.

Use it as an opportunity. You can use this as an opportunity to get testimonials and referrals. Now, the way I do it is, is I don't say anything about it in the email. As I've said before, I'm not asking for their picture. I'm not asking for their testimonials, but what I will do is when somebody sends me an email or replies to this email-

... it's an investment in your membership so that they'll stay engaged and refer, and yes, when they refer somebody, that's an opportunity for you to now see that these gifts will begin, and maybe not completely pay for themselves, but it will offset the cost because you got these referral that somebody else is now inviting others to join your membership. Those members are bringing other members into your membership. So, that's the second week. I want you to email to follow up.

Then in the first month, I want you to do a bonus kit mailing. It's something that you received from me. I want your membership to exist offline, as well as online and in-person, okay? So, first month, I want them to get a bonus kit mailing. Now, again, some of you, you're ... So, let's just say if you joined my membership two weeks ago, my bonus kit, because we're doing this masterclass live here, the bonus kit is going to go out probably in about 10 days. I'm going to give it to the fulfillment house, and we're going to get it sent out. So, you're probably going to receive this within less than the first month.

I'm not tying the first month, "Oh, it's been 30 days. Now, let's send this out." It's quite possible that you're going to get the first hour, first day, first week, and then that second week, and then the bonus kit within a three-week period. I'm fine with that. I want you to get all of these things within that first month.

So, I mentioned this that I want you to take your membership offline. Now, some of you right now, you're freaking out because I'm telling you you need to spend money on gifts, which really is invest money in gifts, and I'm now telling you to take your membership offline, and you're charging \$29 a month.

Now, the bonus kit doesn't have to be something extravagant. It can be \$2-\$3 mailing that you're sending out once a month. Listen, if the internet shuts down, something happens, if something happens to your software that runs your membership site, and something breaks down in the communication with your database, and the way that you run your membership online, if Facebook all of a sudden says, "You know what? We're going to shut down all of these private groups that exist out there," and your membership software goes out of business, whatever it may be, if your membership solely exist online, you're going to go out of business.

It's going to happen. You're going to go out of business because you're not going to be able to deliver your membership. So, I want you to do as much as possible to deliver your membership offline, as well as online. At the same time, if you're solely delivering your membership offline, people aren't going to engage that completely. I want you to take your membership online.

So, I want you to give your members different modalities. What do I mean by that? A modality is how you will consume. So, it's the senses. You can consume this membership by being in the masterclass live. You can be part of this membership by watching the recordings of this masterclass. You can take part in this masterclass by reading the transcript that I send you. You can take part of the masterclass by listening to the audio of the masterclass that I give you. There's all sorts of different ways.

You could even just take this membership that you have with me and let it solely exist offline. There's some of you, I know that's what you're doing. You're just getting the bonus kits that you receive every month from me, and you're utilizing those bonus kits, and you're never going into your membership site.

Guess what? I'm okay with that. You're telling me that's how you best want to engage the membership. You have members out there who are doing the same thing. Now, I want you to give them as many different modalities to be able to engage and consume your membership as possible.

Also, it gives you an opportunity to create more value. Think about this. Just within the first month of membership, you're getting emails from me, you got a phone call from us, you're getting a wow gift with a personalized handwritten note, and then you're getting a bonus kit that I'm giving you every month as well to where I'm giving you the value that I've created for you online. I'm not creating that value for you offline. So, what you're investing in membership I'm able to create more value with you by doing those items.

So, I've mentioned some of the vendors that I use. Let me pause here and let me share some of these vendors that I use. One is Liberty Press. I've got a contact there, Myron Ruppe. Let me just say, my disclaimer, I do not have any kickback or affiliate relationship with any of these people. You see, I only endorse people that I actually use. So, these are some of the vendors that I use. You can tell them that I sent you. That's fine by me, but they don't send me checks.

They don't give me discounts or what just because I send people to them. All right? So, don't look at this as, "Scott is making money by recommending these." I don't. I could, but I choose not to because I want to be able to say, "You know what? I use these people, and I have a great relationship with them, and they're not paying me or anything. I am giving them a full endorsement." Okay?

So, Liberty Press, this is my Myron Ruppe. By the way, do tell Myron I sent you, and I want you to negotiate everything with Myron because I've learned Myron can get you a really good deal sometimes if you negotiate it. So, this is his cellphone number. He's given me permission to give you his cellphone number, and he will take good care of you. Let him know I sent you.

Now, I use Liberty Press to do these sorts of things right here. He did these powerbanks for me. He does my welcome gifts a number of times. When I have something that I want to do that's a surprise or whatever, I'll give Myron a call, and I'll make Myron work for me. I'll say, "Myron, hey, I'm looking for some gifts here. So, give me some ideas. Here's my budget." Myron, he'll go out and he'll say, "Well, here's some ideas that I can do for you." So, leverage him in that way.

City Blue Print, this is Cindy Kubinsky at cityblue.com. I use them. They mail out all of your bonus kits every month. Now, that's not what we do in-house. We're not packaging those things. She does a great job with them. She does the CDs, all of the newsletter, the transcripts, everything that is included there. If I needed to, I could actually mail Cindy things. When I had these done, I said, "You know what? I'm going to include this in a bonus kit because I want everybody to get them." So, I actually mailed these to Cindy, even though Myron sent them to me or I could have Myron send them to Cindy, and she'll put them in the bonus kit, and she will send them out. Very easy to work with, great to work with. A lot of my private clients use her as well.

Then brownies.com, if you are wondering where I got the brownies from. I use them. Then I use Zoom, GoToWebinar. That's who I use here. So, if you're looking at trying to add more value maybe in using a video conference call, you can set up a free account at Zoom. I think it's zoom.com. It might be zoom.us, I'm not sure, but Google Zoom, and it will come up. You can create a free account with them. It costs you no money to do that. GoToWebinar, you have to make an investment each month to do that in order to use them.

Movavi.com, if you're thinking about, "Hey, I want to do a screen capture, and I want to do a video tutorial," that's who I use. So, movavi.com. Now, I'm a PC guy. So, it works with Microsoft. I don't know if you use Apple or Mac or whatever. I'm not sure what you can use, but Movavi has a software, screen capture software for PC. Then you know this pretty much that I use Infusionsoft. They just changed their name. It's called Keap. Yes. They spell it incorrectly. So, I don't know why they changed their name. They've been around for years, but I use Infusionsoft. I will automate a lot of this. I can answer questions on automating it in Infusionsoft. In the beginning, I want this to be very simple.

I've got high-level clients, private clients, clients who are doing \$4 million and they run this off of a spreadsheet, literally. I don't have permission to share it, but literally, they are using a spreadsheet that when a member signs up, they'll put the member name, the date that they signed up, they'll put the welcome email as another column, and put a little check box there that welcome email happened. Then the day after a phone call, they'll have that as a column, and they'll just go through the checklist there of first hour, first day, first week, the next week email, the monthly bonus kit, and they'll just build that out in their spreadsheet there.

So, again, I don't have permission to share that spreadsheet with you, but if you don't have a CRM, a customer relationship management tool that automates some of this for you, you could just pull up a spreadsheet and say, "Okay. Today is the day where we need to do this." Again, it doesn't have to be every seven days. It could be, you know what? On every Tuesday, we do welcome calls to all the members from the previous week. You could just automate it that way if you're not able to do it, and just put it in a spreadsheet there.

So, before I could go into my Q&A time, I want to challenge you. Do not overthink this. You might be thinking, "Okay. First hour, first day, first week, first month." You're falling into paralysis by analysis. Implement just one step at a time. So, hopefully, by now, all of you, you do the first hour. So, if that's all you're doing, great. Congratulations. Add the first day. Don't worry about the week, first week, first month, all that. Just do the welcome call within the first day, and start doing that.

Then take the next step. Mail out that handwritten note. Don't think you've got to go through and create this big campaign and get everything right. When we started doing this and all of the businesses that I've been part of, this membership business, these others that I lead, other private clients that I work with, when I go in and implement this with them, I'm just doing one step at a time.

Let's just start at the beginning. Let's look at the first hour. Okay. We got that one under control. We made all the edits, all the tweaks to that first hour. Now, let's go to the first day. Yes, people are still falling through the cracks. They're not getting the one week, they're not getting the one month, all of that sort of stuff, but I'm just working step-by-step.

Don't be afraid to change it up. I've gone through a number of different welcome gifts. I mean, I've got the powerbanks, I've got the brownies. I've done others like journals that I've mailed out. I've mailed out other items. Just don't be afraid to change it up. Then constantly look for ways to make your membership personal. Personalize this. Let them know you're a real person. This is a real membership. We're creating a real community here. Don't be afraid to personalize it.

By the way, if you want to send me your welcome gift, I love getting those. I'll use those as samples when I'm teaching this again or I'll go in and I'll post a picture of me receiving your welcome gift on the Facebook group. I'll give you a testimony in that regard as well. So, I'll be glad to do that. Make your membership personal.

Lastly, those of you who are already doing this, you've already implemented my strategy here of first hour, first week, first month, all of that, the two-week, and you've got the emails, go back through ... The goal of the masterclass is for you to go back through and revisit everything you're doing. Double check it against the samples that I'm giving you, the sample emails, the scripts, the phone call script. Test your process, especially if you've automated this. I mean, all it takes is for one little simple button to be pushed that's wrong, and all of a sudden, there's a break in the chain there where all that email that was supposed to go out is no longer going out. So, sign up for your own membership. Test this.

I've got an advanced strategy for you to use surprise gifts. So, every now and then, I like to do a gift certificate. As a matter of fact, in the last month's bonus kit, I included a certificate. I'm not going to tell you what that certificate is, but I included a certificate for you, and that was a little surprise gift, a way for me to create more value, and get you to engage your membership.

I like to do Christmas gifts around Christmas. Now, you guys know I served as a pastor, so I celebrate Christmas. I recognize some people, they might not celebrate Christmas. They might celebrate Hanukkah or whichever. So, I'll call it a holiday gift, but around Christmas time, I will send out a Christmas gift. So, I will do that differently. I'll include a different gift in that bonus kit for that month in December, and I'll send that to all of my members. So, you can send a different Christmas gift.

You can send a well gift, a birthday gift, an anniversary. I don't know if you're on the masterclass right now, but yes, there are members who have reached out to me, and have said, "Hey, listen. I wanted you to know I'm not going to be able to be on the masterclass because I've got to go in for surgery." Well, when I hear those things or sometimes it's even been that, "Hey, listen. My wife is going in for surgery. I'm not able to be on the masterclass," we will send a well gift.

Now, I've got to confess, I haven't been great with birthdays and anniversaries yet. I always say my membership is transparent. So, I'm going to let you know I'm not great at birthdays. If you say to me, "Hey, Scott. My birthday was last month. I didn't get a birthday gift," I know. I failed. I'm still trying to improve my assimilation strategy as well. So, it's one of the areas that I can better at.

So, I say that to you because I always try to be transparent. I'm not great at birthdays and anniversaries. I've gotten the Christmas gift, the gift certificate, the well gifts. I've done a lot of those as well.

Then periodically, those of you who've been around for a while, you've known that I will send a book because I'm always reading. I've got thousands of hours on my Audible where I'm listening to books, I'm reading books, and I believe that all leaders are readers. So, I'll say that again. My one-liner is, is that all leaders are readers.

So, I will encourage you to read a specific book that, well, I believe will help you grow your membership or grow your business or somebody else's area of expertise, where they talk on that, and I found it beneficial for my membership business, and I'm sharing it with you. So, I will literally buy books in bulk and send them out as part of that bonus kit and include that.

So, having said that, let me give you insight on next month's bonus kit. You may have seen that in the Facebook group where I posted that my very first book is coming out. It should be out in a couple of weeks. So, my surprise gift for you, big surprise, it's not going to be a surprise after this anymore, but in the month of April. Now, not this month because the bonus kits actually go out before I get the books in hand. In the month of April, I am going to give this gift to everybody.

Listen, you're my members. I'm not asking you to go out and buy my book. Now, you can go out and buy my book. I would greatly appreciate that. I spent countless hours working on this book, and I get paid pennies from Amazon, but it's great for Amazon. They have the sales. It gets my book in front of other people. You can also write an endorsement on Amazon or a testimony on Amazon, which I think you can do that if just mail you the book as well. So, I'd appreciate. I give you this gift. Yes, I'm going to ask you for a testimony. Go to Amazon and write a testimony about the book.

I'm giving you this book for free. It still costs money even though I wrote the book. It's being published, so I have to buy it from the publisher. I'm going to send it out to you as my surprise gift for

you. I try to practice what I preach as much as I can. So, be looking in next month's bonus kit, the month of April on my book.

Now, if you're listening to this masterclass at a later date, this is the month of February or month of March, I still get my days wrong, the month of March. So, in April, I'm sending this out for you, but it's quite possible that other new members, you get my book, as well as a gift for you. So, be looking for that next month, just my way of saying thanks.

So, let's do this. Let's go in to our Q&A time. So, Lauren, if you want to unmute your mic, you can do that. If you want to come on screen, you're more than welcome to activate your webcam and come back on screen, and do that as well. If you have a question, go ahead and post that in the Q&A box, and you can post your questions in there. I will give you a moment to post your questions. Lauren, are you there?

Lauren Mainguy: Yes, I am.

Scott Whitaker: All right. Great. So, Lauren is going to be filtering the Q&A box for me. As we're waiting for questions to come in, I will say sometimes we don't get any questions. That's fine. Some of you, you've already emailed me your welcome gifts, and your pens. I know Steve or Steven, you've sent me some emails. We've got some emails about that going forward. So, hopefully, you got more clarity on this process as part of this masterclass as well.

So, as we're waiting for questions, again, there is the Facebook group. If you're watching the recording of this, and you have a question, and you can't type in the Q&A box because you're watching this video, go to the Facebook group. Type your question in there. It's a great way for other people to see your question. Learn from them, and I'll answer your question as well or Lauren will answer your question. We'll make sure that you get a response. So, go to that Facebook group.

Then also, mark your calendar for Thursday, April 4th. It's going to be here before you know it. I know. I'm still stuck back in the month of February, but March, it's March. So, April 4th is going to be our next masterclass. I am looking at moving the time. I know recently I've been doing the masterclasses at 11:00 AM Eastern time. I'm probably going to move it into the afternoon at 2:00 PM. Who knows? Lauren, about this, we might create a poll in the Facebook group and just ask people what's the best time of the day for a masterclass. We might do that.

So, if we do that, go in there, let us know. I know on the West Coast, Pacific timezone, when I start a masterclass at 11:00, it's 8:00 your time. I want to be conscientious of that. So, I'm thinking about doing 2:00 Eastern time, which will make it 11:00 Pacific. So, let's look here. Any questions? If you have a question, type in the chat box.

Steven, yes. Steven says, "Hey, can you send this list or post it?" Yes. I'm going to include all of this as well in the downloads on the masterclass. So, you'll have that. By list, Steven, if you're still on here, let me know if you're talking about ... I'm assuming you're talking about that vendor list. So, if it's the vendor list, yeah, I'll copy and paste that. You said, "Yes." Okay. So, I'll copy and paste that vendor list, and make that one specific download, so that way, you don't have to scroll through the video and try to get that download in there as well.

Well, all right. It's looking good. I know we're at the top of the hour already. Some of you have already logged off, but don't hesitate. If you have questions, shoot us an email, go to the Facebook group. I would much rather you go to the Facebook group. Post your questions there. Let us know, and ask, and get other people's thoughts. Steven, you sent me a picture of your welcome gift. If you want to post that picture in the Facebook group, I think that would be great, just so that others can see what you're doing. Steven's got a nice pen, not a writing pen, but a pen for his executives that he is sending them as a welcome gift.

So, if you want to include that and post pictures of your welcome gifts in the Facebook group, I would enjoy that as well. Steven, you said, "Okay." So, glad that you'll do that. So, again, I want to thank you guys for being in membership multiplier. You're getting this masterclass. Plus, you're getting the membership accelerator. It's a marketing tool that we do every month. All, as part of your membership, you get unlimited email access to me. You get access to the private Facebook group. Yes, it's a private Facebook group just for people who are members and either at the Accelerator Club or inside Membership Multipliers. We're continuing to grow that. So, be on the lookout for more things happening there.

Lauren, I want to thank you for helping make all of this happen in the background. This is just her second day, and she's running this GoToWebinar stuff in the background, making it happen for you all to be able to get on here, making sure that you are able to log on, you hear me, see me, all that sort of stuff. So, thank you, Lauren. Thank you, everyone. I am going to shut it down, and put an end to it because no more questions. So, go to the Facebook group if you've got questions, and we'll go from there. So, Lauren is saying bye. I'll say bye. You guys have a great rest of your day.