

TWO HOUR

MEMBERSHIP MULTIPLIER

— VIRTUAL —
— WORKSHOP —

**The best performing
and most consistent
sales campaign.**



© Scott Whitaker



Scott,
"Thanks, this is awesome! We brought in 194 new members from our weekend promotion. We sold a ton of product and added another 58 new members."
Dan Miller

**Adams Hudson**
January 9 at 10:43 AM

Wanted to update you on the Membership effort at LMRA that you handily helped critique. As you may recall, the former version was - in a nice way - godawful.

Also, membership was on a steady, trance-inducing decline. Yet the new effort following your suggestions produced:

- 1) **221 new members.** This after 4 years of sliding downhill. Plus, the group and the new members are excited!
- 2) **Renewal rate** zoomed to 84% (a 26% improvement)
- 3) **'Ex member' goldmine.** This group had said 'no thanks' 3-4 times in a row, yet now renewed at a 22% response rate. All due to improved copy points.
- 4) **Tiered Pricing** moved AVERAGE membership dues UP by nearly 60% per member! The 'old' way was stuck, but by adding value (at zero cost to us) members flocked to higher prices. Honestly, like found money.

My main takeaway: The methods you advised work! This, plus greatly improved persuasion points made a huge increase in results. Anyone willing to change could do this. Many thanks Scott!

 5

4 Comments

© Scott Whitaker



Brooke Elder

9 hrs

Have to give a huge shout out to Scott. I just finished his 4 day email series. During the four days I got 32 new subscribers. That's almost 400% more than I usually get adding over \$2000 per month in revenue just in four days!!! I was a little skeptical at first but Scott really knows his stuff. Can't Thank you enough!



Scott Whitaker

2 Comments Seen by 24



Odell A. Bizzell II ▶ **Membership Marketers**

August 9 at 12:54 PM · 🌐

So started the 4 [day](#) membership generator on Sunday. I had 7 active paying members. I ended the 4 [day](#) membership generator with 14. I added 7 new members in 4 days and I had a few other people reach out that were interested but couldn't take advantage of the offer at the time. I... [See More](#)



5

1 Comment Seen by 43

© Scott Whitaker

Here's what we're going to cover:

- The Primer
How to get your email list to tell you exactly how to sell to them
- The Persuasion Opener
How to sell without sounding "salesy"



© Scott Whitaker

- The Membership Sales Driver
Present your membership so that it's an "opportunity" not an "offer."

- The Deadline Engine
Compel your prospects who may have been sitting on the fence.



© Scott Whitaker

- Your Cash Closer

Close out your membership generator, eliminate objections and celebrate all your new members.



© Scott Whitaker



Day 1: The Primer

When is the last time you sent an email and got a reply?

© Scott Whitaker

Day 1: The Primer

- Asks a question with the goal of getting people to interact with your emails.
- Sample subject lines:
question for you?
got a moment?
quick question?
important question
question about [choose a subject]



© Scott Whitaker

Day 1: The Primer (Sample Email)

Subject Line: quick question

Body Copy:

Hey [first name],

Quick question for you:

What obstacle are you facing in growing your membership business?

Scott

P.S. Why am I asking? Well I'm doing a survey and would like to include your reply. It's completely anonymous, so don't worry.

Scott Whitaker,

Author & Founder of Membership Multipliers



© Scott Whitaker



Workshop Time!

Subject Line: quick question

Hey [first name],

Quick question for you:

What obstacle are you facing in [INSERT THEIR PAIN POINT]?

[YOUR NAME]

P.S. Why am I asking? Well I'm doing a survey and would like to include your reply. It's completely anonymous, so don't worry.

[YOUR SIGNATURE BLOCK]

© Scott Whitaker

Day 2: The Persuasion Opener

- You want your email to tell a story.
(People love stories.)
- Share a testimony
- *"What if I don't have any testimonies?"*
- Sample subject lines:
And then this happened...
And then it happened again...



© Scott Whitaker

Day 2: The Testimony Email (Sample)

Subject Line: And then this happened...

[First Name], the other day I heard from Tami who really needed help.

She was looking to start a membership but wasn't sure what her first step should be or even where to begin.

She was afraid that if she tried, she would run into tech issues, not know how to get members and that her dream of helping others would be crushed. She was worried she would never get her membership off the ground.

Luckily, after chatting with me briefly she realized that she could quickly grow an audience and attract new members, start to serve her market from the comfort and safety of her own home. Her members could easily be served, they would get everything they needed and her membership would finally be launched. And this could all happen in just a few days.

I realized that there may be a number of people who are either in a similar situation or know someone who is which is why I created the Membership Power Launch.

The Membership Power Launch not only eliminates the uncertainty of starting a membership but it also increases the profits of your business through recurring revenue. From the comfort of your home, you can serve others and multiply your membership.

So, if you or anyone you know is interested in creating a new membership or launching an existing membership without leaving home, check this out for all the details.

Scott

P.S. I've put together a special on this that's only good for the next three days. You'll get everything when you go here but this does end [insert deadline].

Scott Whitaker,
Author & Founder of Membership Multipliers

© Scott Whitaker

Day 2: The Testimony Email (Blank)

[Their Name], the other day I heard from [person's name that you helped] who really needed help.

They were dealing with [some kind of problem that you can solve] and it was causing [the various negative things associated with that problem].

They were afraid that [list future outcomes of what could happen if they continued down the path that they were on] and they definitely didn't want that.

Luckily, after chatting with me briefly they realized that they could [positive outcomes after working with you] and this could all happen in just [give a time frame].

I realized that there may be a number of people that are either in a similar situation or know someone who is which is why I created the [name of your special promotion].

The [special promotion] not only eliminates [the things your offer overcomes] but it also [list positive outcomes people get from getting your promotion.]

So, if you or anyone you know is interested in [big transformation that they get from your product or membership] simply click here for all the details.

Best,
[Your Name]

P.S. I've put together a special on this that's only good for the next three days. You'll get everything when you click here but this does end on [give date].

© Scott Whitaker



Workshop Time!

Who will be your testimony?
(Type in the chat box)

© Scott Whitaker

Day 3: The Sales Driver Email

- Introduce your product or membership.
- The biggest mistake people make...



© Scott Whitaker

Day 3: The Sales Driver Email

Turn your offer
into an OPPORTUNITY!



© Scott Whitaker

Day 3: The Sales Driver Email

Answer the question:

WIIFM

What's in it for me?



© Scott Whitaker

Day 3: The Sales Driver Email

- ✓ Audience Accelerators: Quickly Grow Your Audience with the Right Prospective Members!
- ✓ Marketing Accelerators: Get "Swipe and Deploy," High Converting Membership Campaigns
- ✓ Assimilation Accelerators: Turn Every New Sign-Up Into a Fully-Engaged Member
- ✓ Retention Accelerators: Keep Members Longer and Grow Your Recurring Revenue

© Scott Whitaker



Workshop Time!

- ✓ What's in it for me?
- ✓ How will this benefit me?
- ✓ What do I get out of it?
- ✓ How fast can I get it?
- ✓ What else do I get?
- ✓ Plus, much more!

© Scott Whitaker



Workshop Time!

What can you give as
a bonus?

© Scott Whitaker

Day 3: The Sales Driver Email (Sample)

Subject Line: launch your membership when you do this

[First Name], Yesterday I sent you a message about launching your membership which eliminates the struggle of starting a membership and instead lets you build an audience and turn them into members.

And once you launch, you'll have recurring revenue on auto-pilot, increasing month after month. Imagine a fast way to start generating an income online right now.

You can get all of this now with the Membership Power Launch.

This is for you if you're looking to quickly launch your membership to a flood of hungry prospects who desire your membership and multiply your membership with a proven launch plan that you can use again and again.

This is also for you if you want to eliminate the headaches of starting a membership from scratch with all the drama of figuring out the tech and instead have a blueprint that is just waiting for you to start selling.

To get your Membership Power Launch, go here now.
Scott

P.S. When you get the Membership Power Launch before midnight tomorrow, you'll also get a bonus, the "Memberships That Sell: The Making of a Great Opportunity." This workshop includes swipe and deploy sales pages that you can use to sell your membership. These sales pages have generated over \$7,000,000 in Membership Sales. A virtual easy button to sell your membership.

Don't miss out and lose the Memberships That Sell Workshop Bonus.

Go here now because this does end tomorrow, [insert deadline]

Scott Whitaker,
Author & Founder of Membership Multipliers

© Scott Whitaker

Day 4: The Deadline Driver Email

- Create Urgency!
- You're not "closing" your membership
- The "special opportunity is going away."
- Sample subject line:
[BLANK] disappears at midnight...



© Scott Whitaker

Day 4: The Deadline Driver Email (Sample)

Subject Line: no more at midnight

Hey [First Name],

Two days ago, I told you how you can quickly create recurring revenue by launching your membership online.

Yesterday you got a message from me offering the

"Memberships that Sell: Multi-Million Dollar Sales Page

Templates and Masterclass" and how it'll quickly sell your

online membership to a flood of hungry prospects who desire your membership and multiply your recurring revenue with a proven blueprint ready to go now.

You'll eliminate the headaches of starting a membership from scratch with all the drama of figuring out all the tech and instead have a ready to go process that is just waiting for you to start selling.

Today, though, ***you're going to get the best news yet.***

When you invest in the Membership Power Launch by midnight tonight, you'll not only start selling online, but you'll get something I've NEVER offered before.

Through midnight tonight, when you enroll and get started, you'll also get **The Quick-Launch Implementation Call**. A one-on-one call with me to help you speed up selling online, including time for one-on-one feedback on your membership ideas.

Imagine having an easy button to start selling online right now and me personally coaching you as you press the easy button.

Anyhow, if you're interested in launching a membership from the comfort of your home and you want "Memberships that Sell Multi-Million Dollar Sales Page Templates and Masterclass" and the "Quick-Launch Implementation Call," then...

Go here now before this opportunity disappears at midnight.

Let's launch your membership together!

Scott

© Scott Whitaker

Day 4: The Deadline Driver Email (Sample)

P.S. Please don't call me, write me or find me on social media after midnight begging to get this deal. I believe in 100% integrity and I can't do anything that goes against that. So if you want the Membership Power Launch. The Multi-Million Dollar Sales Page Templates & Masterclass and bonus Quick-Launch Implementation Call, then Go here now because it ends at midnight tonight (Friday).

Scott Whitaker,
Author & Founder of Membership Multipliers

© Scott Whitaker

Day 4: The Deadline Driver Email (Blank)

Subject Line: [Bonus] disappears at midnight!

Body Copy:

Hey (Name),

Two days ago, I told you how you can make [positive outcomes of your program].

Yesterday you got a message from me offering the [name of promotion] and how it'll eliminate [problems your offer solves] in just [timeframe.]

Today though you're going to get the best news yet.

When you invest in [name of product or membership] by midnight tonight, you'll not only get the [big transformation they'll receive], but you'll get something I've NEVER offered before.

Through midnight tonight, when you click here and get started you'll also get [describe your bonus and the outcomes.]

Imagine [all the positives from your bonus].

Anyhow, if you're interested in [positives from your product or membership] and you want [bonus] then click here before this offer disappears at midnight.

Can't wait to see you there,
[Your Name]

P.S. Please don't call me, write me or find me on social media after midnight begging to get this deal. I believe in 100% integrity and I can't do anything that goes against that. So if you want [promotion] and [bonus] make sure to click here now.

© Scott Whitaker



Workshop Time!

When is your
deadline?

© Scott Whitaker

Day 4: The Deadline Closer Email

- This is where you close out the promotion
- Sample subject lines:
bad news... :(



© Scott Whitaker

Day 4: The Deadline Closer Email (Sample)

Subject Line: bad news... :(

Yes, I've got some bad news... :(

Tonight at MIDNIGHT The Membership Power Launch more than TRIPLES!

In these uncertain times, I really wanted to help as many people as possible launch their membership and create recurring revenue.

But I can't leave it at that rate forever. Action takers get rewarded.

Last time I told people the price was going to triple and the special opportunity was over, I don't think they believed me. The next day we got a ton of emails from people who didn't believe me.

Here's the deal... I've been talking about The Membership Power Launch now for the past couple of days.

NOW is the time to take the leap of faith...

This resource will be a turning point for you to create recurring revenue and finally launch your membership...

But only if you pick it up.

If you try to sign up tomorrow, the price will have tripled...

Do yourself a favor, and go get your copy NOW!

Together, let's launch your membership!

Scott

P.S. You've got nothing to lose. *You have a my 30-Day Promise!*

Go through The Membership Power Launch. If you don't discover how to launch your membership, let me know and you will get an immediate refund.

Plus, you get to keep everything you received with your purchase, including the "Million Dollar Membership Sales Templates and Masterclass."

Just go here to get your copy now!

Scott Whitaker,

Author & Founder of Membership Multipliers

© Scott Whitaker



Workshop Time!

- **Wednesday: Email #1** – Primer Email
Send this email at 1pm
- **Friday: Email #2** – The Testimony Email
Send this email at 10am
- **Sunday: Email #3** – The Sale Driver Email
Send this email at 2pm
- **Monday: Email #4** – The Deadline Driver Email
Send this email at 9am
- **Monday: Email #5** – The Deadline Closer Email
Send this email 5pm

© Scott Whitaker

You can use this:

- Product promotions
- Membership promotions
- Webinar promotions
- Event promotions
- Again and again!



© Scott Whitaker

Additional Tips for Success:

- Test, test, test
(email links, order forms, etc.)
- Send to your sales page
(not your homepage)
- Think of it from the perspective
of your reader
- Use video if possible
- Follow the process



© Scott Whitaker



POWERMULTIPLIERS

All the sample and blank templates

Sample Sales Pages

Actual Leadpages and Clickfunnels Templates

© Scott Whitaker

**Post your results in the
Membership Marketers
Facebook Group!**



www.facebook.com/groups/membershipmarketers/

© Scott Whitaker

I'm looking for 5 membership leaders who want to add \$20-40k a month in the next 90 days.

We'll schedule a call, look at your marketing, sales process and offer.

We'll find holes and opportunities and get you members fast.

Rules:

1. You must be doing over \$10k a month already.
2. You must be ethical, and care about getting your members results.
3. You must be ambitious, and want to grow.
4. You must be friendly and coachable.

If you meet ALL 4 criteria, email me
scott@membershipmultipliers.com with the word GROW in the subject line, and we'll reach out to brainstorm a scale plan.



© Scott Whitaker

Q&A

© Scott Whitaker

I'm looking for 5 membership leaders who want to add \$20-40k a month in the next 90 days.

We'll schedule a call, look at your marketing, sales process and offer.

We'll find holes and opportunities and get you members fast.

Rules:

1. You must be doing over \$10k a month already.
2. You must be ethical, and care about getting your members results.
3. You must be ambitious, and want to grow.
4. You must be friendly and coachable.

If you meet ALL 4 criteria, email me
scott@membershipmultipliers.com with the word GROW in the subject line, and we'll reach out to brainstorm a scale plan.



© Scott Whitaker



© Scott Whitaker