

MEMBERSHIP

→ **POWER** ←

LAUNCH

MASTERCLASS



KIM WALSH PHILLIPS



SCOTT WHITAKER

WELCOME.

BONUS SESSION:

How to Keep & Multiply Your Membership

How to KEEP Your Membership

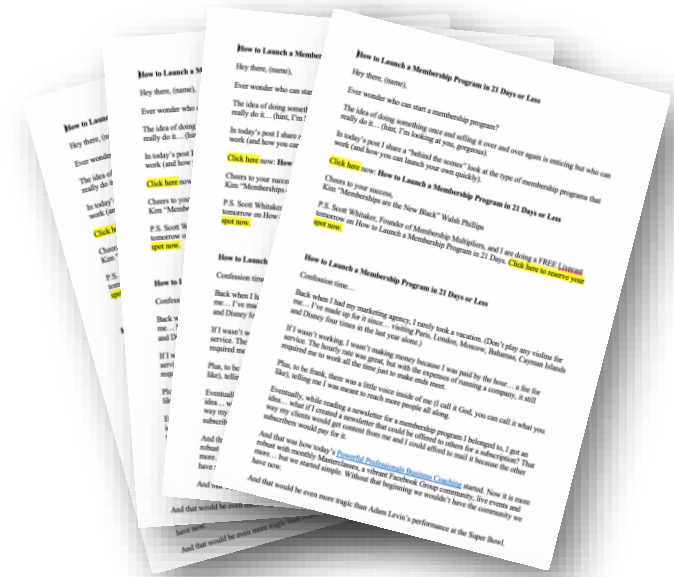
First, a story:

The time I “signed up for a membership...”

**What do you want your
members to RECEIVE?**

RECEIVE

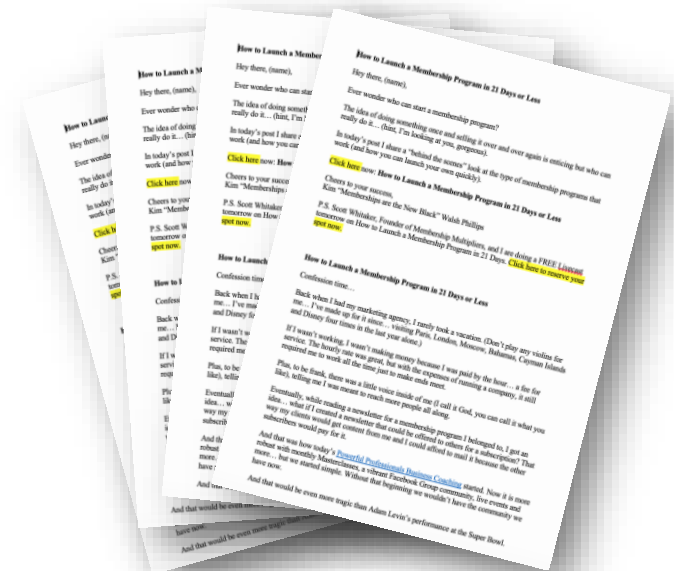
- First HOUR
- First DAY
- First WEEK
- First MONTH



RECEIVE

First HOUR

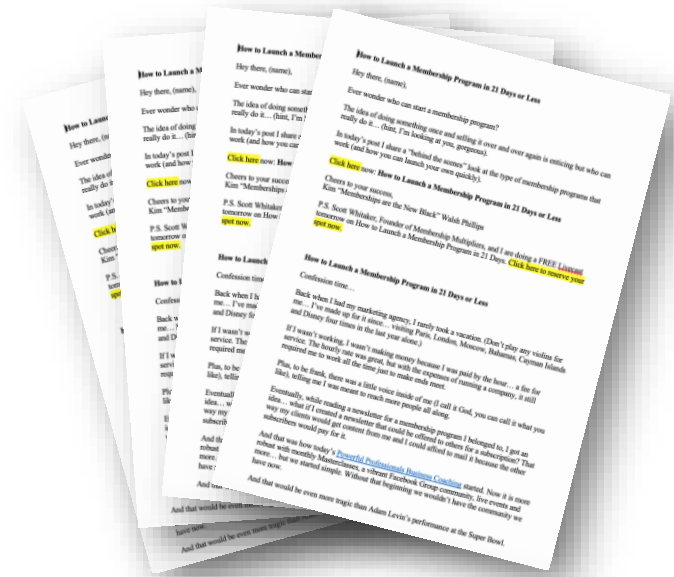
- Receipt
- How to Access their membership



RECEIVE

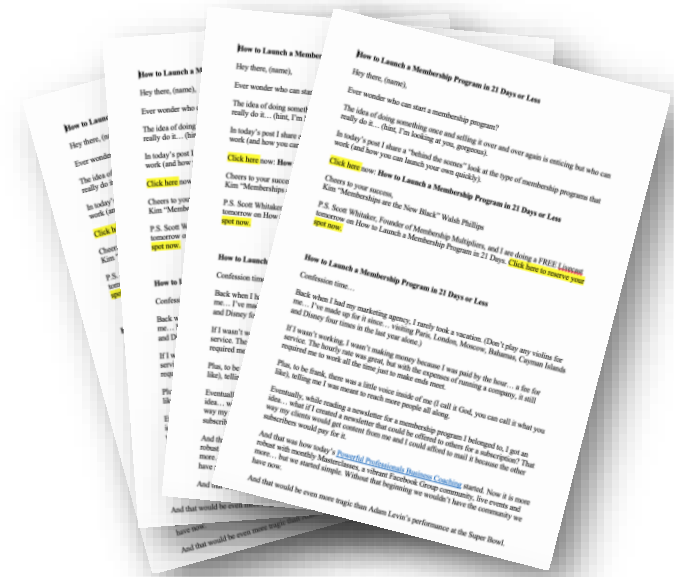
First DAY

- A Welcome Phone Call
- “Recap our conversation”



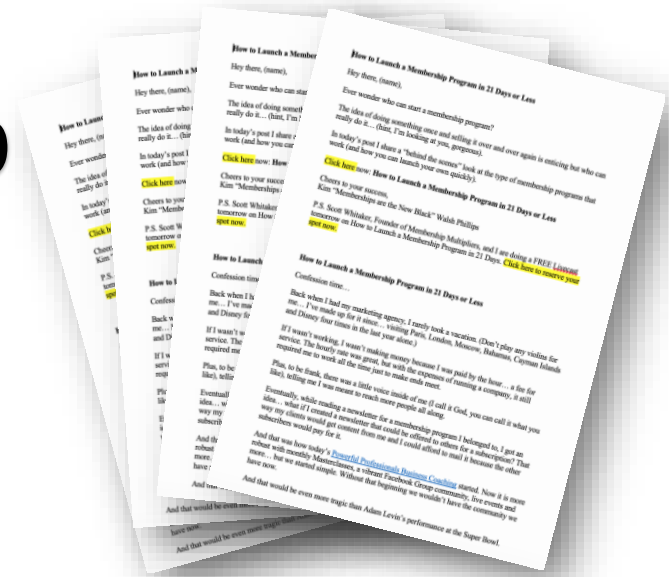
RECEIVE

- First WEEK
Handwritten note
(or a WOW Gift)



RECEIVE

- First MONTH
Engage their membership



**What do you want your
members to BELIEVE?**

BELIEVE

- About their membership
- What is their outcome

BELIEVE

Powerful Professionals don't make excuses.
THEY MAKE THINGS HAPPEN.

Powerful Professionals are in control of their business.
————— *They are not victims* —————
If something needs to change, they don't dream it would be different.

THEY MAKE IT DIFFERENT.

Powerful Professionals know they were not created to fall.
They were created to **THRIVE**,
and success is the **GREATEST RESPONSE** to those who told them they can't.

Powerful Professionals choose to surround themselves with those who
INSPIRE, ENCOURAGE, AND EMPOWER.

Powerful Professionals recognize there is an **ABUNDANCE** of business to be had.
————— **They choose who to work with** —————
Instead of others choosing to work with them,
and they joyfully say "no" to cheap jerk-faces.

Powerful Professionals know that their passions **ARE NOT AN ACCIDENT.**
THEY ARE THEIR GOD-GIVEN SUPERPOWERS.

Powerful Professionals **DO NOT COMPROMISE** on things most important to them.
They are flexible in their "how" **but never flexible in their "why."**
*Family and faith are not a distraction **BUT A DRIVING FORCE.***

Powerful Professionals don't give up when things get hard. **THEY PUSH HARDER.**
Powerful Professionals don't wish for change. **THEY ARE THE CHANGE.**

I am a Powerful Professional.



MEMBERSHIP
.....
➡ **POWER** ⬅
LAUNCH
.....

**What do you want your
members to ACHIEVE?**

ACHIEVE

- What do you want them to achieve first?
- What do you want them to achieve after that?

How to Keep & MULTIPLY Your Membership

How to MULTIPLY Your Membership

The best way to multiply your membership is through a TRIAL MEMBERSHIP.

Founding Member

First Month Half-Off

**Do NOT Discount Your
Membership**

Celebrate

QUESTIONS?

QUESTIONS?

