

January							February							March							April										
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su				
1		1	2	3	4	5	6	5				1	2	3	9				1	2	3	14	1	2	3	4	5	6	7		
2	7	8	9	10	11	12	13	6	4	5	6	7	8	9	10	10	4	5	6	7	8	9	10	15	8	9	10	11	12	13	14
3	14	15	16	17	18	19	20	7	11	12	13	14	15	16	17	11	11	12	13	14	15	16	17	16	15	16	17	18	19	20	21
4	21	22	23	24	25	26	27	8	18	19	20	21	22	23	24	18	18	19	20	21	22	23	24	17	22	23	24	25	26	27	28
5	28							9			28					27	27	28	29	30	31	28	29	30							
May							June							July							August										
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su				
18						2	1						2	18							1						4				
19						9	8						9	19							8						11				
20	4					6	13						6	20							13						18				
21	20	21	22	23	24	25	26	20	21	22	23	24	25	30	22	23	24	25	26	27	30	22	23	24	25	26	27	28	29	30	31
22	27	28	29	30	31			26	27	28	29	30			31	29	30	31				35	26	27	28	29	30	31			
September							October							November							December										
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su				
35						1	40		1	2	3	4	5	6	44				2	3	48						1				
36	2	3	4	5	6	7	41	7	8	9	10	11	12	13	45	4	5	6	7	8	49	2	3	4	5	6	7	8			
37	9	10	11	12	13	14	42	14	15	16	17	18	19	20	46	11	12	13	14	15	50	9	10	11	12	13	14	15			
38	16	17	18	19	20	21	43	21	22	23	24	25	26	27	47	18	19	20	21	22	51	16	17	18	19	20	21	22			
39	23	24	25	26	27	28	44	28	29	30	31				48	25	26	27	28	29	52	23	24	25	26	27	28	29			
40	30																				1	30	31								

Mid-Year Checkup:

Having a Multiplier Strategy

The Principle of CANEI

- Constant
- And
- Never
- Ending
- Improvement

BONUS:



 **MEMBERSHIP
MULTIPLIERS**

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Mid-Year Checkup:
Having a Multiplier Strategy

Let's Talk Numbers



Let's Talk Numbers

- How many members do you have?
- How many prospects do you have?
- How many cancellations did you have?
- How many upgrades did you have?
- How many downgrades did you have?



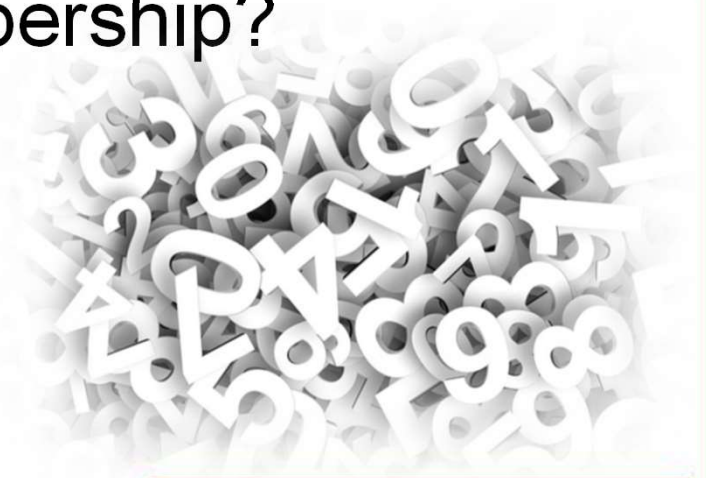
Let's Talk Numbers

- How much can you spend to get a new member?
- Lifetime value of a member?
- How much can you spend to keep a member?
- Average Life Span of a Member?



Let's Talk Numbers

- Retention Rate
- Key drop off points
- What's your conversion rate from trial membership to paid membership?
- How many new members are you getting from each marketing piece?



Let's Talk Numbers

- What is your monthly revenue?
- What is your monthly profit?



Let's Talk About YOU!



Let's Talk About You!

- How many days off have you had so far?
- How many days off do you have planned for the rest of the year?
- Are you debt free?

Let's Talk About You!

- What do you least enjoy doing?
- What do you most enjoy doing?

Let's Talk About You!

- What do you need to START doing?
- What do you need to STOP doing?
- What do you need to DELEGATE?
- What do you need to DELAY?

Have a **MULTIPLIER** Strategy



 **MEMBERSHIP
MULTIPLIERS**

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Mid-Year Checkup:
Having a Multiplier Strategy

Have a MULTIPLIER Strategy

- The best day of the year to multiply your membership:

Black Friday, November 29th

Have a MULTIPLIER Strategy

Other days to multiply your membership:

- Labor Day Weekend, Sept 2
- Christmas, Dec 23-27
- New Year's, Dec 30-Jan 3

- Your Birthday!

Have a MULTIPLIER Strategy

The ABSOLUTE WORST time of the year for Facebook Marketing:

- November 1 – January 3

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How many “Prospect Attraction Tools” do you have?

How many Trial Memberships do you have?



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Mid-Year Checkup:
Having a **Multiplier** Strategy

POWER MULTIPLIER

Assessment





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Mid-Year Checkup:
Having a **Multiplier** Strategy

January

	Mo	Tu	We	Th	Fr	Sa	Su
1		1	2	3	4	5	6
2	7	8	9	10	11	12	13
3	14	15	16	17	18	19	20
4	21	22	23	24	25	26	27
5	28	29	30	31			

February

	Mo	Tu	We	Th	Fr	Sa	Su
5					1	2	3
6	4	5	6	7	8	9	10
7	11	12	13	14	15	16	17
8	18	19	20	21	22	23	24
9	25	26	27	28			

March

	Mo	Tu	We	Th	Fr	Sa	Su
9					1	2	3
10	4	5	6	7	8	9	10
11	11	12	13	14	15	16	17
12	18	19	20	21	22	23	24
13	25	26	27	28	29	30	31

April

	Mo	Tu	We	Th	Fr	Sa	Su
14	1	2	3	4	5	6	7
15	8	9	10	11	12	13	14
16	15	16	17	18	19	20	21
17	22	23	24	25	26	27	28
18	29	30					

May

	Mo	Tu	We	Th	Fr	Sa	Su
18							2
19					6		9
20	4				13		6
21	20	21	22	23	24	25	26
22	27	28	29	30	31		

June

	Mo	Tu	We	Th	Fr	Sa	Su
23							2
24					6		9
25	4				13		6
26	20	21	22	23	24	25	26
27	27	28	29	30			

July

	Mo	Tu	We	Th	Fr	Sa	Su
30							2
31					6		9
32	4				13		6
33	20	21	22	23	24	25	26
34	27	28	29	30	31		

August

	Mo	Tu	We	Th	Fr	Sa	Su
35							4
36					8		11
37	5				12		15
38	19	20	21	22	23	24	25
39	26	27	28	29	30	31	

September

	Mo	Tu	We	Th	Fr	Sa	Su
35							1
36	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29
40	30						

October

	Mo	Tu	We	Th	Fr	Sa	Su
40							6
41	7	8	9	10	11	12	13
42	14	15	16	17	18	19	20
43	21	22	23	24	25	26	27
44	28	29	30	31			

November

	Mo	Tu	We	Th	Fr	Sa	Su
44							2
45	4	5	6	7	8	9	10
46	11	12	13	14	15	16	17
47	18	19	20	21	22	23	24
48	25	26	27	28	29	30	

December

	Mo	Tu	We	Th	Fr	Sa	Su
48							1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29
1	30	31					