

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### Lesson 1 – Overview

This system will show you how to you get members to become fully engaged in your program.

What do you want your members to \_\_\_\_\_?

What do you want your members to \_\_\_\_\_?

What you want your members to \_\_\_\_\_?

Assimilation and Your Online Membership Site

How to “\_\_\_\_\_” Your Members

Give Your Members Specific Next Steps

Why people quit when it comes to Assimilation

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### **Lesson 2 – What do you want your members to RECEIVE**

What do we want every new member to get in the first \_\_\_\_\_?

What do we want every new member to get in the first \_\_\_\_\_?

What do we want every new member to get in the first \_\_\_\_\_?

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

What do we want every new member to get in the first \_\_\_\_\_?

What do we want every new member to get in the first \_\_\_\_\_?

Clarity for you will create clarity for your members!

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### Lesson 3 – What do you want your members to BELIEVE?

What beliefs do your members have \_\_\_\_\_ joining your membership?

What beliefs do you want your members to have \_\_\_\_\_ your membership?

Tip: You might have a set of written, spoken and repeated sayings that you have for your members.

When you do this – it puts \_\_\_\_\_ between your competition and your members.

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### Lesson 4 – What do you want your members to ACHIEVE?

What do \_\_\_\_\_ want your members to achieve?

What your \_\_\_\_\_ want to achieve?

S \_\_\_\_\_

M \_\_\_\_\_

A \_\_\_\_\_

R \_\_\_\_\_

T \_\_\_\_\_

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### Lesson 5 – Best Practices of an Online Membership Site

Offer a way to \_\_\_\_\_ with your members.

Show your members how to \_\_\_\_\_ your website.

Give them the opportunity to see next \_\_\_\_\_.

Give them the opportunity to see next \_\_\_\_\_.

Deliver \_\_\_\_\_.

Clarity is \_\_\_\_\_.

Confused people say “No!”

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

Preferred providers for Membership Sites:

[www.Memberium.com](http://www.Memberium.com)

[www.Infusionsoft.com](http://www.Infusionsoft.com) (CRM)

[www.wishlistmember.com](http://www.wishlistmember.com)

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### **Lesson 6 – How to “Wow” Your Members**

A – Pile

B – Pile

C – Pile

Experiences

Conference calls

Rewards

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### **Lesson 7 – Give Your Members Specific Next Steps**

What are the first three actions every new member should complete?

Step 1:

Step 2:

Step 3:

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### Lesson 8 – Why People Quit When It Comes to Assimilation

They don't know what to do \_\_\_\_\_.

They don't \_\_\_\_\_ their membership.

They don't feel like they \_\_\_\_\_.

There's not a connection.

Build the relationship with them

Build the relationship with others

## How to Turn a “Sign-up” Into a Fully-Engaged Member

---

### Lesson 9 – Wrap Up the Assimilation System

Don’t let the Assimilation System keep you from moving forward in your business.

Focus:

What do you want your members to receive in the first:

Hour

Day

Week

What do you want your members to believe?

What are the first two achievements you want members to have?