

Module 1 - How to Turn a Sign-up Into a Fully-Engaged Member

Lesson 1 - Overview

So welcome to this module on the assimilation system the assimilation system is how do you take somebody who has just joined your membership program and assimilate them so that they become a fully engaged member. Now immediately. This election system is one of my favorite systems because you get to take somebody who has said yes to joining a membership program and you get to show them the path that you want them to take. You get on board them and I'll give you specific next steps that you can take to make sure that those members get on board in a correct manner. As a matter of fact we're going to look at what do you want members to receive. What do you want members to receive immediately. You're going to think back to your concert catalog in the Cowboys and the calendar and all that is why I had to do that system first. But I want you to also think about what a new member good that is different from everybody else. What should they get within the first hour. They just paid you their membership fee. What should they get. Where should they get in the first day in the first week. And so I'm going to give you specific steps to help on board members immediately within your program by what they receive. Then we're going to take a look at one of the lessons that is what do you want your members to believe.

Your members made a decision that decision was based upon certain beliefs that your members had that maybe beliefs that you can't meet they need be beliefs that they have about themselves and what they're going to or they think they're going to be see as part of their membership. But they have some sort of beliefs that assist them in making the decision to join the membership program. So we're going to look at what are their beliefs and what are your beliefs that you want them to have as being a member and what you're actually going to provide them. And then in the middle we're going to create the achievement gap and that is the gap where people begin to. Move from their beliefs to your beliefs and start making strides in next steps as far achieving things as a result of your membership program. We want have that more when we get to that less but we're going to talk about what they we see what they believe and what they achieve. Now that's where they begin to see. And you need to help them see how your membership program is benefiting them. We want them to be able to know that they made a right decision enjoying your membership program. We want them to see the differences that are being made by the benefits of being your member. Then after we get done with that lesson I'm going to have a specific lesson for those of you who have a membership business and

you're going to have a membership website an online membership website. I'm going to give you some best practices to help assimilate new members through your online membership website. Then I want to talk about how to wow your members what gifts you should be providing your members and I do mean gifts that you should provide.

How do you communicate with them in such a way that keeps them excited about your membership program. Then we're going to talk about how you give members next steps that your new members when they join your program. They should have immediate next steps that they take so that they have a quick win on at the very beginning of your membership program. Then lastly I'm going to talk about why members quit when it comes to assimilation. Now you're going to want to make sure that you unpack that lesson but do it in order that we're going to go through with this model and I'm going to share with you how you can immediately keep people from quitting. Based upon the way you assimilate them and turned them in from a new member to a fully engaged member in your membership program will be a great module. I hope you'll take the action sheet and follow along. Be sure to fill in the blanks and complete all of the necessary next steps that are laid out for you.