

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

Lesson 2 - What Do You Want Members To Receive

This lesson on what do you want your members to receive. I want you to answer that question. If you'll notice on your actions she says What do you want your members to receive. Now I'm going to guide you through a step by step process and give you some tools that I think every member should receive as soon as they join. But if I come into your membership program. I just paid my fee to join your membership. What immediately do you send me. For some of you this might be an online transaction for others. This might be an actual in-person transaction where they pay you in person but for both of those scenarios I want to guide you through a series of questions that will help you to determine what your members should receive. So immediately what should a member get. So what do they get in what I call the first hour. So if I pay you my membership fee I know cross the line from being a prospect to your membership program to being a member immediately what. Why. Well I should get a receipt. That's obvious right. I should get a receipt for joining my membership or placing my membership in your program. So I get a receipt for the financial transaction that we just made and maybe on that you see you can outline again what they're going to receive as part of the benefits of being a member in your program. But then I would encourage you to have a separate e-mail or a separate membership packet.

That is a welcome packet or a welcome email and this really should be separate from the receipt. The receipt should be all about the financial exchange that just took place and maybe even your refund pulse your guaranteed policy. So letting them all be business. On the receipt. Then having a second immediate gift for immediate package or media welcome that. That should be a welcome package that outlines all of the benefits of your membership program. How your membership program is going to bring about transformation in their life or in their business the benefits that they're actually going to be able to receive in the way of the features that they're going to be able to participate in whether it's being able to log into a membership site or being able to visit your physical store. So you want to have an immediate within the first hour receipt that they receive and then what I would call a membership packet. Again this can be an online email outlining all of the features and benefits that your membership will provide to them. Or it could be a physical packet that you're providing to your

members and showing them who maybe having testimony's in that membership packet or outlining the next steps that they need to take. So with in the first hour every member should receive a receipt and they should receive a membership packet weight membership outline whether it's delivered either online via e-mail or delivered even physically to them. So that is what every member should get in the first hour. What should you or what steps do you need to take right now to say this is what I'm going to deliver in the first hour for my members.

You might pause this video and go ahead and answer that question and outline that as to what do you want your members to see in the first hour. Now that you got the first hour you might think about what do you want your members to receive in the first 24 hours or the first day about this. They go home or they go about the rest of their day and they just buy your membership and now they remember they got their immediate welcoming mail on that welcome packet and they got the receipt. But the very next day what are they receiving from you. Now again if this is a physical in-store experience that you're creating for them maybe there is a gym membership they are to receive maybe a welcome phone call for others it might be an e-mail.

For others it might be something that you actually put in the mail to them but every member of the day after they place their membership with you they should get something from because you want to get them involved in your program. They woke up the day after your membership were the day after they became a member. They woke up the same way that they did the day before they became a member. So you would begin to transform their experience. You want to begin to transform and assimilate them into your membership program and you want to begin to break whatever habits or cycles that they may have in their life and begin to utilize and implement. And assimilate your membership program into whatever routines or habits they may have. So you really need to have something within the first 24 hours that says come back participate in this or read this or enjoy this or even having somebody the concierge and call them with a script that says hey I just wanted to welcome you to this membership.

Here's all that you're going to receive. We're excited that you're a member. We look forward to having you. If there's any questions that you may have don't hesitate to give us a call and let them know how to communicate with

you as part of that first 24 hours. So you can have some may call. You can have an e-mail. You can have a mailing go out.

But every member ought to have something delivered to them within those first 24 hours. So take a moment. Again let's pause let's ask yourself What should every member get from your membership the day after they place and become a member in your program.

Now that you've answered the question about how to follow up with your members in the first hour. How to follow up with your members. In the first 24 hours I want to ask you the question how do you follow up with your members in the first week.

Again these this verse these first few moments in your membership program are so pivotal pivotal that you want to assimilate your members into your program program rapidly and give them immediate next steps. You want to make them feel like life is different. Prete membership than it is now that they are in your membership. So what you delivered to them within the first week I would suggest that every member get what I call it is a wow gift and I mean a gift that literally makes them go wow you know that you actually said that. Now let me tell you a little secret about this wow. It's not something that you promote. It's not something that you put in your marketing materials. It's not something get you in your sales process even tell them about you want this to be a hit and wow factor that is about your membership that represents the transformation that they're going to have. It represents the generosity that you want to display to your members.

So figure out a wow gift. Now. Here's what you should know. I sent you a gift. So go back to the gift that I sent you and let that be an example. I never promoted a wow gift to you. I never said that you were going to get it. It came and it came with a handwritten note that it wasn't something that was a form letter. It was a handwritten personalized gift that I gave you. Let that be an example of the wow gift that you're going to give your members it doesn't have to be the same exact gift. You don't even have to invest a large sum of money in it. It can be a very small gift. I do highly suggest a handwritten note for every member. As much as possible and make make that available to them personalize it. Let them know that they mean something to you as a member. So that's what you deliver in the first week you might take a moment pause this video again and ask yourself What am I going to deliver to my members in the first week. Now that you've asked

yourself the questions of what are you going to deliver in the first hour the first 24 hours the first week. Let's ask ourselves this question. What does every new member going to receive within the first month. Now some of you might be sending out like a physical package every month to your members some of you might not be sending out a physical package every month but they need to receive something.

Maybe when they visit your store or when they come into your office however your membership operates. But here's what I want you to do. Most likely your members are getting something from you on a monthly basis whether it be some sort of communication from you or visit or they're visiting your office or a membership mailing that is going out in the mail with every new member that joins in that month. They should get a added piece that the rest of the members aren't receiving. It's only for new members. It can be what I would call is an evergreen piece. And what I mean by that is that it's not time bound as I mentioned in the content system that there's evergreen content and there's time down content. This would be an evergreen piece of content that again welcomes them. Let me take for an example if you're doing a mailing to your members. So every member maybe is getting a couple of CDs from you they're getting a newsletter they're getting a letter they're getting opportunities on the events or resources that you're providing inside that packet. I would include an outline again that says Welcome to your membership and outlines for them what they're receiving and remind them that they are actually receiving this as part of their membership. And then I would put on there how to utilize or get the most out of this monthly mailing that you're going to receive. And I would let them know that here are the steps that you need to take in order to utilize this package of information that I'm giving you. Set aside some time to listen to this CD.

Set aside this newsletter to be able to read it and create a folder notebook for that newsletter so that every month when you get that newsletter it's going to go in your folder your well gift could even be that notebook that you're going to provide for them. So. They through if it's a mailing. What are they going to receive in that very first mailing. That the rest of the members are receiving. It is specifically designed to on board and assimilate every new member. Now that is if you're doing a mailing if they're actually coming to your physical store if they're visiting you or you're visiting them and it's your very first meeting you have to have some sort of outline for them about here's what we're going to do.

I'll use this as an example if you own a gym and you're utilizing these seven systems in your gym business. When they come to your gym you ought to give them a tour. Let them know that they don't have to use every machine in order to make the most of their visit let them know that here here's the area for the cardio machines. Here's the area for the free weights. Here's the area over here for other exercises that you can do and explain to them and give them a simple step by step process by which they can begin to implement and utilize their gym membership. So you might consider it like a chore. Again I would have something that would outline for them that is a physical piece that they can take with them so that they can constantly refer to it especially if it were a gym membership.

It would be a great piece for them to just read over that real quick before they go in and utilize all the equipment that you have in your gym whatever your business may be when they come and visit you physically there ought to be again this welcome on boarding process that you recognize that this is their first time in utilizing your membership. Now if you provide something on line and you provide online membership and I'll talk about this more in the online membership site which is one of the lessons under this system you want to have something that is welcoming them even online. And I'll say that for that lesson. But I want you know we're going to talk about it and I'm going to walk you through some steps that you can take in even welcoming people to your membership online through your online membership site. So we asked ourselves the question what do we want them to receive within the first hour. What do we want them to receive within the first day. What we want them to receive within the first week and what we want than to receive within the first month. I know I'm hammering you with a lot of questions but if you get these right and you take the time to pause the video and answer the question you're going to assimilate your members in such a way that increases your retention and creates a greater membership business for them. So right now. Go ahead and pause this video and ask yourself what do you want your members to receive within the first month.

Now that you've asked yourself what are you what you remember even the first hour the first day the first week the first month. Let's ask this question. What do you want your members to receive in the first quarter. What do you want them to receive in the first quarter. Maybe it's an opportunity for another Wow gift. Maybe it's a survey that gets them to further engage your

membership. Maybe it's another piece of content that you've been holding on to that you want every member to begin to have their beliefs or their activities or their habits or they're achieving something you want them to receive just a little something different but you want to go out quarterly to every new member. There ought to be something in your membership business that is only delivered to New members and is delivered every quarter to that new member. So you need ask yourself and you might go back to the content catalog that you developed and go back to the content calendar and say Do I have a quarterly deliverable that I'm delivering to my members. Now that sounds like I'm talking to membership businesses that operate online. But again I'm really also including those membership businesses that provide some sort of service or tangible product or resource that you deliver. You might include alongside that product that you deliver a for every new member. You might include a quarterly deliverable alongside their ongoing product or resource that they should get.

It should further assimilate them it should further help them recognize the benefit that they're getting from your membership program. It might also be a piece that every new member gets in order to help them assimilate and feel like they're a part of your membership and that you're building community within your membership. So for example.

What membership this. I know they include a. A cut out diet cut of a T-shirt and they put it in the membership package and then if that member goes and takes that diaper and one that died of a t shirt there is a Web site they go and complete a survey. They can get a T-shirt. And you know I mean it's a simple T-shirt. But yet it's a T-shirt that makes them feel like they're part of a particular community. It could be some sort of reward by taking some sort of action that you're wanting members to complete an action. And then you provide a reward for taking that action. Or it could be that you're just going to go ahead provide that to every member regardless of whether they take action or not. The choice is really up to you. One is that you can create engagement by getting them to take some sort of action. The other is is that again you're just being generous and you're showing them the wow factor of being in your community and in your membership the decision is up to you. But really every membership business ought to have something that new members only new members are getting. And it's within that first quarter of their membership. So take a moment pause this video and again ask yourself. What should every new member get within the first quarter.

Now as you continue to answer these questions I'm going to take these last two questions and I'm going to ask them to you together.

And that is really what you want every member to receive every new member to receive within the first six months. And what do you want every new member to receive within their first year of membership on their annual or anniversary of their membership. So what do you want them to receive in the first six months. Again I would recommend that it be some sort of reminder of how to utilize the membership how to get the most out of it and if they have that completed step A or step B that make sure you get that done if you have not achieved this goal. Then let me know and I'll help you. And so having a piece in there for the first six months of it you don't feel like you're making the progress that you're making. Let me interact with you more. Let me help you further so that we can achieve the goals that you have as a result of this membership. That would be a good piece for within the first six months the first year. What should every member get within the first year. Well think about it when you go back to that wow gifts that are recommended that you send members on the first week that there's some sort of wow factor.

Well why not send them a wow factor about gift on their one year anniversary. Now.

You might. Not say that they've been with you for a year because that may make them feel like it's a long time. You may say that you want to recognize that hey it's your one year anniversary. And thank you for being a member. You might test it out and see what works for some membership businesses. You may not want to call attention to the fact that they've been with you for a year for other membership businesses you may want to call it out and say you've been with us for a year. Congratulations. Well I would say to both of you is to test it and see what works. Test it and see how your members react. Test it and see if it makes them feel better about their membership or if it makes them call into question their membership. But either way I would suggest that you have a wow gift that is hey I just wanted to send you this. Yes. Thanks for being a member. You are important to us. Your membership is important to us and we are enjoying this journey that we're having with you to help you whatever the results ordered the benefits with the benefits that they're going to get from your membership. I want to make sure that you're enjoying these benefits. And

just as a reminder I I've included this gift for you. It's a gift. Make sure it represents the investment that they're placing in you.

All they have now paid you 12 consecutive times for their membership and who knows they may have come to an event they may have also but other resources or products from you. So they invested a good amount of their financial resources in your business. You ought to be willing to be generous and say I'm going to get a gift and give it to every member on that one year anniversary for them. Now take a moment and ask yourself these three questions. What am I going to give every member of their six months six month. What am I going to give every member on their 1 and 1 year anniversary. And then. There's some questions that would be is am I going to make it known that is their one year anniversary or by just delivering this gift as a wow gift. All of these questions by the way are going to be on your actions. But I want you to take that time and answer these questions because when you have this process and I want it to be a written process for you that every member is going to get that's within the first hour they're going to get Y within the first 24 hours they're going to get Z every week. New members are going to get that. And then every new member within the first month is going to get this added piece. Every new member is going to get this within the first quarter within the first six months and within the first year when you have that written process that written assimilations says what do you want every member to receive. It will be very clear to you. And clearly you will create clarity for your members.