

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

Lesson 3 - What do You Want Members to Believe

So now we've talked about what do you want your members to receive. Let's talk about what do you want your members to believe.

Now I know that this may sound like a strange question but I'm going to give you a series of some questions here to ask yourself and it all makes sense. So let's start with this question.

What beliefs do your members have before joining your membership. You might write those down enjoy your actions she gave you space to write down what beliefs do your members have before joining your membership. Now here's another question you'll probably be able to answer more quickly. And that is what beliefs do you want your members to have as a result of your membership. I'll ask it again. What beliefs do you want your members to have as a result of your membership.

And what I just did there with those two questions is I'm showing you what your members believe and how those beliefs are different from what you actually want your members to believe. You have to make that assimilation process. You have to make that as a part of your assimilation system to help them become the ideal member that you want and that you want them to become within your business. So you have to take them from where they are in their beliefs and what beliefs you want them to have as part of being in your membership business. And you have to realize that they have certain beliefs over there that are not in alignment with the beliefs over here. And so you've got to help them get rid of those beliefs. You've got to show them that those beliefs were wrong and the results that they were getting from those beliefs are going to limit them from the results that this new belief is going to help them with. You might be thinking OK Scott all this talk about beliefs. I'm really not sure about how you know how to make that happen. Well think about all of the routines and habits that your prospects have. And how those need to change in order to be a member in your membership program. When you identify the beliefs or the habits or the routines that people have we're not in your membership and how those beliefs routines or habits are different for those who are in your membership is going to help people is going to help you create a community within your membership.

Business is also going to set aside how people can be different as a

result of your membership business. It's going to show them how they can achieve as a result of being a member in your membership business. So let me give you some things that you're going to have to do and you're going to have to figure out the next steps. As a result of where people are and where your membership will take them you're going to have to change some people's mindset. You've got to help them realize that they're going to benefit. Their life is going to be made better by being a member or their relationships are going to be made better by being a member or they're going to feel better by being a member or they're going to have a sense of community where once maybe they felt they were alone now that they have a sense of community as a result of the membership. So you've got to change their mindset. You've got to change some of the thoughts that they have in some of the ways that they are wired to think. Which leads me to this. You're going to have to change for some of you you're going to have to change the conversation that people have in their head that they were missing out that they were not achieving success they were not benefiting. And it was some of their own limiting beliefs that were resulting in this happening and then your membership you're going to challenge them in the way they think and the conversation that they were having in their head. So that now they can experience a new way of doing things. So now they are preparing themselves for success.

For now they are preparing. You are preparing them to experience life in a different way. You might have to change the belief about their business. For those of you who are working with other membership as part of your membership business you're working with other business leaders. You're going to have to help them change the way they think about their business. That is part of my barrier my goal and my objective that I have to do with you. I have to get you to see your membership business in a different way and so I have to help change those beliefs. You have even about your own business. You might. As a part of this routine and this exercise here on this lesson you might have a set of written spoken and repeated sayings that you have for your members for example. I want every member within my coochie to be able to know exactly what the seven systems are of a healthy membership business be able to repeat them and have a great understanding of how those systems are at play in the membership business. That's an example that I had I wanted it to be written so I place it in a number of writings that you'll see for me in my communications to you. I want it to be spoken so that on every coaching hall that you hear me in every lesson you're hearing me talk about systems and it gets to the point where I'm always tired of this guy using the word system.

But I want you to know I want you to drill down and see your business as being the systems that work to get for your members. How would you articulate that to me just as I articulated it to you. How would you what spoken words or sayings do you want your members to have as part of your membership business and your membership program and the community that you're having. Now let me tell you a little tip about this.

When you do this when you begin to change the language that your members are using when you begin to change the mindset that your members have when you begin to change the conversation that your members are having in their head.

It keeps your competition. Extremely far distant. It keeps them away.

Your competition can change the way we age and the processes that you're putting in place in your membership program.

They can't touch that.

I will say there's going to be competition in your membership business where your competition is going to be able to provide. If not the same results sometimes better results or just either mediocre results if we'll call it that there are going to be able to provide some sort of results for your members but you can change the language that you use. You can change the beliefs that your members have and that is something that your competition simply can't do. So go back and take a moment before going on to the next lesson of what do you want your members.

What beliefs do your members have before joining your membership. What beliefs do you want your members to have as a result of your membership.

Write those down and then you will begin to have this system. The process by which you're going to change the beliefs that they have when they started to the beliefs that you want them to have as a fully engaged member in your program.