

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

Lesson 4 - What Do You Want Your Members to Achieve

Now as part of the assimilation is another we ask ourselves what do you want your members to receive. What do you want your members to leave. Let's ask the question what do you want your members to achieve. Now here's what's going to be interesting about this question of what your members see it to achieve. There's two questions that go along with this. What do you want your members to achieve.

And then what do your members want to achieve. Because there is a difference that your goals for your members may be different from their goals. So finding out and discovering your my goals for my members here are all of the things that I want my members to achieve as a result of their membership. And so writing those out I mean specifically writing out those goals that you have for your members it's going to be a very helpful exercise and I'll give you a way to write out those goals in just a moment. But you need to write out what are your goals for every single member in your membership program. What do you want them to achieve. What do you want them to experience how you want their lives to be different. As a result of the resource the service the product the teachings that you're providing for them. How do you want their life to be different. What goals do you have for them. So you have that question on your action sheet. But then another useful exercise is what do you want your members to achieve. Because let's face it every member who comes into a membership program is going to have different goals or different ones or what they consider to be different needs for their life. That is maybe even different from every other member or even different from what your membership program actually offers them some of your members may come into your membership program and then that they're going to have a specific goal met by your membership.

That has nothing to do with your membership program and you're not going to be able to help them fulfill that. But for some reason they think that's going to change. They think that's going to happen. It's important for you to know that they have that goal. So you might even take an exercise for some of your for some of you with your business. You might even ask whether your goals as being a member. What goals do you have what would you like to achieve as part of your membership and they're actually telling you that for others you just need to know your members well enough that they're going to have a certain set of goals for their membership that you already know about because you know your prospect prospecting you know your customers. So what goals do you

have for your members and what goes. Do your members have as a result of their membership make those two lists and as you make those two lists. Let me guide you in that process for a moment and talk about goals you may have heard this across stick. It's a very famous one. As a matter of fact but it's always good to have it as a reminder. It's called smart goals that every goal that you set and every goal that your member may set should be a smart goal that it should be specific you want the goal to be specific it can be written down and it can be written out and clearly understood. So as you write these goals down on that you have for your members and as you think through the goals that your members are having as a result of your membership you want it to be a specific goal.

So that's why I'm having you write it down as part of your actions see that it's a specific goal. So. As part of that being specific it should be measurable. It should be measurable. That if your members are thinking that they're going to join your membership program and they're going to 10 times their income that is a measurable goal no might be unrealistic but it's measurable.

You may have a measurable goal that is not necessarily 10 times but you're going to double it. So it needs to have some sort of measurement in place. If I go to a gym and I say I don't want to lose 25 pounds immediately we can measure that goal. So think through for your membership. What are your goals and what are their goals and how can those goals be measured then as to be attainable as to be realistic. You have to help your members see that maybe some of the goals that they have aren't attainable that is just simply not possible and the frustration that they're experiencing in their life isn't because they got a goal they're not meeting it simply because that goal is not attainable it's not possible. But you can see that they can do this. If I go into a gym for example and I say I want to lose 50 pounds I don't need to lose 50 pounds. If I was 50 pounds I'll BBBCA. They need to tell me that goal is not attainable for your life. So here's what we're going to do. We're going to create a different goal and it's going to be an attainable goal. So what goals do you have for your members making sure it's attainable and what goals do your members have. And ask yourself Are those goals even attainable. Next in our acronym we've got specific measurable attainable. We have to make it realistic. Now. Again going back to attainable I talked about some of those goals not being realistic.

When you write down of it being attainable then ask yourself it's specific it's measurable it's attainable but now isn't really realistic. Do your

members have the resources and goods to be able to reach that goal. Do they have the talent or skills necessary to be able to reach that goal. Is it really realistic for them to be able to do that. Same for you. You have to be able to say this goals specific measurable attainable. Now is it really realistic for them. Do I have the processes in place to be able to help them achieve that goal. Do I have the resources the tools the staff to be able to help them reach that goal in a realistic manner. The last letter in our it is the letter T which is Time out that there ought to be some sort of deadline applied to the goal that you're going to hook your member the chief that goal. Before that time period. So what is it for your members. What are the goals that you have for your members that are specific measurable attainable realistic.

And tying down. And what goes. Do your members have. As a result of joining your membership program. There are specific measurable attainable realistic and time bound. Go through this exercise and take a moment and take the time to really list out the goals that you have for your members and the goals that your members have and see what you can do with what you're going to find out is that there is a gap between the two goals. And as you see that gap. I want you to see that is the area for achievement that you want your members to be able to achieve some may achieve more quickly than others. So it may just take more time and it may take more energy on their part they may take a longer period of time. That's OK. But every member somewhere along the way should be able to say I am achieving these things in my life or in my business as a result of your membership program and you want them to celebrate that achievement. You want them to celebrate that success. You want to point out to that even the opportunities and the ways that they're succeeding that they don't even see because here's what you're going to do as you go through the process of realizing Here's the gap between the goals that your members have and the goals that you have and they started leaving in the middle.

That success there are going to come to a point in time where they're achieving certain things and you're not they're not even aware of it and it's your job as the membership business owner and the membership program to point out those achievements to pass them on the back to make them feel good to encourage them along the way in their journey with your membership.

So make sure that you identify the achievement gap. Which is the goals that your members have the goal that you have and the achievement gap right in the middle where they begin to have success and

accomplishments and moving their goals in seeing your goals take place in their life. So I hope they go through this exercise pool again pull out the actions that are created for you and write down your smart goals their smart goals and then. Identify the achievement gap that you can help your members achieve as a result of your membership business.