

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

Lesson 6 - How to Wow Your Members

Let's talk for a moment on how to wow your members you might be seeing that. Scott what are you what do you mean by that.

I mean literally how do you wow your members they're investing in your membership program whether it be monthly or quarterly or annually or whichever of your payments is and maybe I'll talk about that strategy by the way they're investing in your membership program and so they should have some sort of wow experience periodically. I'm not saying go overboard.

Great. Wow experience every time. But there should be some sort of wow experience based upon the way you communicate with them and their interaction with your membership program.

So let's talk about specifically how do you create a wow experience with things that you mailed to them and I mean like physically in the mail to them.

Now some of you you're going to be doing regular mailings to your members others you're going to be doing it maybe not so frequently. But I would suggest that everybody should be mainly something to your members regardless of your business. And here's why so many times people are used to being communicated with online.

And now there is an excitement a wow factor when you actually get something in the mail. And you think about the mail that you receive you know just yesterday picking up the mail from my mailbox.

There was you know window envelopes in my in my bed. There was you know this sells newspaper that I gave probably of all these different sales these promotions these companies are having.

But there wasn't anything that was written. There wasn't anything that was personal from somebody I know. Now. Admittedly. A few days ago. I had joined a membership program. And one of those people that I hired to do certain things for me. Actually sent me a gift. It came in a big orange globe and it had a handwritten address on it to me. And I mean it looked personal. So when I got my mail that day which again it had the one window envelopes in some of those sales flyers and I set them all down. I get that warrant package. I've got the window close and I've got

the newspaper flyers with all the sales. Which do you think I opened up for us. If you said opening up that big orange glow you're exactly right. That's what I did. Why. Because I knew it was a personal mailing.

Somebody thought of me. And so that made it into what I call the a pile mail. I actually learned this from somebody else.

But let's call it a pile mend those things that you receive where it is a handwritten address if you see that.

That immediately gets your attention and makes its way to the top of the pile. You want your mail that uses your members to be in the a pile. Likely there's just a big pile as well. Now if you ask me what were my big pile mail that day it would have been the window or blow ups.

That was the big pile it was things that I know that are probably important. Some of the bills that I need to open up and so yes I'll get to them. I will set them aside and when I go through my system I'm paying my bills I'll have that there. So that was my power. I knew it was important. I knew I didn't want to throw it away immediately.

Then there was the sea. Now. Obviously you know what the CPI was because that was the newspaper that had all of the inserts in you know was practically pouring out of my hand as I carried it from the mailbox. I had no personal connection with that newspaper I had no immediate interest in that newspaper with all the sales ads.

Think of your mailings your physical feelings as being in a pile big pile. Or see how. When somebody opens their mailbox which is your only going to fall into if it falls into the pile. You're one step closer to creating a wow experience for your members. Now that's just about mailings. Let's talk about maybe for some of you. You're doing conference calls. How can you create a wow experience on the conference call.

Well one of the ways that you can create that wow experience is by creating interaction on the conference call having people e-mail you answers to a specific question. It doesn't have to be a quiz. It can be you know something entertaining and an entertaining question. So you can create that interaction on a conference call.

You can also do testimonials on the conference call in creating a wow factor for people who are hearing their names. If you have a way to even track who is on your conference call or your weapon or that you may be

doing you can go ahead and recognize them right there and say welcome to the call. John I'm glad you're here. Welcome to the call Susan. I'm glad you're here.

And create this community effect on your conference call that will be a wow factor another way that you can create a wow factor for your members by creating an experience or an event and bringing the members together from your membership program for a members only event.

Now this would be really helpful for those of you actually have a brick and mortar type business that people actually come to you and visit because you can get everybody together and create that community right there for other businesses where you maybe are operating online. You really ought to consider some sort of event that you can have that you want to get people to come and attend in person with you. They will build the relationship with you and build a relationship with other members as much as you can.

I would say create experience by having events that people are in and are part of.

Lastly creates the rewards that you give to people create that recognition that you want to not just recognize them and impact them on the back but you want to give them a public recognition with a reward.

Maybe it's based upon the achievements maybe it's based upon the fact that they're a new member. And so you're calling out all of the new members I want to welcome all of these new members to our coaching or to our membership program and you take their picture and you welcome them in your newsletter or you welcome them online and read off those names of people who are joining your membership program and you reward them.

For others you might reward them with specific badges or by sending them a plaque or some physical award in the mail and let them know that they achieved something they accomplished what you had set out for them to accomplish and you're rewarding them through that recognition.

So all of these experiences that you create through your mailings through your events through conference calls and rewards will help assimilate your members and make them feel more part of your

membership program and ultimately get them to be a fully engaged member.