

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

Lesson 7 - First Steps for Your New Members

So in this lesson I would talk about what are the specific next steps or first steps that you want every new member to take. If you haven't already done so go ahead and pull out the actual sheet that have provided for you. And let's think through that together. What are the top three or the first three action steps that every new member should take. Now it's obviously going to be different from business to business. But it's important here. That you identify those first three action steps that every member should take. It may be logging into their membership website. It may be utilizing this one program here that you're offering. It may be that they consume this one resource or they receive this first packet of information or this first product that every new member is supposed to get. It's not necessarily important what is important that you know whether it should be for your business. Now as you think through what is that first action item that every new member should take. Think about how you communicate that go back to when I asked you that question what do you want new members to receive in the first hour the first 24 hours the first week. How was this first action step that a new member should take. How did you communicate that in the first hour. How do you communicate that within the first day and the first week and month. Same with. The second actions that you want new members to take.

You want to think about how you're communicating these immediate next steps that every or immediate first steps that every new member should follow through in your membership program. Now why is this important. I'll tell you why. Here is the reason why it's important is that it starts out every member in the same manner it gives every member a starting point by which they are able to clearly identify as a member. As I go about utilizing this membership here are the first things that I do and not that I should do it but that every member is doing these first three things so that well if every member is doing these first three things then I should do it as well. And so you on board members to help consume or utilize the membership that you're providing for them. Now you might be asking yourself why three items would three just seems to be the right number. Now you may experiment with it and you're free to test it in your own business. But I would say three is an is a number. That people can go and say I've done these three things and feel like they accomplished something. If it's four five six seven now it's starting to feel a little overwhelming. And that I can't get it all done at one time. Which is a word of caution that I'm going to get to make sure that these first three

action steps are steps that every member can take. They don't need to. Have some sort of special knowledge quite yet that they don't need to. Have some sort of special skill or understanding. But. There's not a high level of difficulty to complete it. It's just three simple action steps. What are some examples.

So I'm a member of one organization and one of the action steps that they have is just going to the membership site and change my profile to update my password. They're getting me to engage. I don't need any special knowledge or anything like that but just logging into the neighborhood web site is one of the first three action steps. So keep it simple for your new members. Make sure it doesn't require specific knowledge or a specific skill quite yet just give them three action steps so that they're not wondering what do I do first. For some of you who offer or have a brick and mortar business it may be to just schedule the first meeting that you're going to have or attend this one particular event or class or seminar whichever you may be offering at your business. You might go back to the menu that you created with your cons and say here's something that everybody can accomplish and it's important that every member do this. So we're going to make it one of those top three items that every member does. So you want to create these immediate action steps specific next steps or first steps that every member should take and it will help you assimilate them and give everybody a starting point that is consistent as they join your membership program.