

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

Lesson 9 – Wrap Up

So at the very beginning of this module I told you that assimilation is a big system and as we wrap up the assimilation system here I'm sure that you can look back and look over your actions there and say Yeah the assimilation system is a big system. Again it's one of my favorites as well because you get this right. You're able to remove the barriers that members had when they first joined your membership program and you were able to build that relationship with them in a right manner and get them utilizing their membership in there. There's a certain joy as a business owner that you have and seeing people utilize the products and the resources or the service that you provide for them. And so I want to just take a moment here and say don't let this overwhelm you. Don't let this Assimilation system keep you from moving forward in your membership business. You're not going to have all of the pieces in place quite yet. In the beginning of the assimilation system. So what are you to do with these immediate first steps. As you look at the civilization's system for you well just go ahead and begin to look at what is it that you want your members to have. And that we see in the first hour the first day the first week and just stop right there and just focus in on that and make sure that you get that right. And then look at what you want your members to believe.

What are the core beliefs that are part of being a member in your membership program or that they need to be they need to believe these certain things or are these work or have these certain ideals in order to be a member in and just operate there when it comes to what do members believe and then think about the first couple achievements that members should be achieving in your membership business as in those first three steps. If you do just those items there you'll have a really good start on the assimilation system. So I don't want you to be overwhelmed. The reason I do these video modules is so that you can come back to them and you can reference them from time to time. So as you do of your membership business and as you grow it you might come back and we listen to these lessons on the assimilation system and you might say well you know we've got the first hour and the first day and the first week. But we really are missing the six month in the when you're over here. So we need to do something with that over there and we need to focus in on that. When you're starting out that might not be the time to really focus in on it maybe it's a later time. So I just want to give you permission to pick and choose here where for five action steps that you need to take as a result of this evolution system and then go and

implement that and then come back to this. So the lessons in the modules over again and then come up with the actual steps to move forward from there.

So I hope you've enjoyed this session and again if you're not taking advantage of the group coaching calls that I provide for you make sure you do that I'll be glad to answer any questions that you have on that call. Plus it's an opportunity for you to learn from other membership business owners. And at the same time you have unlimited email access to me. So be sure to email me any questions that I can help you with and I'll be glad to help you build and grow and watch your membership business. That's all for the assimilations system. Next let's talk about the marketing system.