

Module 2 - Creating a Trial Membership that Doubles and Even Triples Your Membership

Lesson 1 – Overview

Welcome to this lesson on creating a trial membership that doubles and even triples your membership. So by now, hopefully you've gone through the first lesson and you've already determined exactly the steps you're gonna take a person from sign up to a fully engaged member. Now again, it's very important that you understand why you need to do that first, before you go and craft a trial membership and then just try to get it out there.

See, I'm gonna make sure that you go through this process of knowing what you're going to do with a member, before you actually get a member. I want you to be prepared. Otherwise, we're going to put people in a trial membership, and then they're going to cancel or they're going to fall out of the trial membership, not really knowing or having been assimilated into your membership program. So again, assimilation is all about taking somebody from sign up to be fully engaged in your membership program.

So if you're jumping ahead or you're doing this out of order, I want you to go back and follow my system. I want you to know exactly what to do first, with a member, and then get them assimilated, and then come in and let's craft this trial membership together. So again, if you haven't done so already, go back. Start over, go to lesson one, and then come on to this lesson.

Now one of the bonuses I gave you, was about how to create your content for your membership program. So for those of you who are thinking, "Well I'm not really sure what I would do for my trial membership or what I have to offer as a trial membership," at any time during this lesson you might want to go back to that bonus I gave you on your content. It's all about creating your content, your services, organizing them in such a way that now you can create these trial memberships plus, you will also be able to have a better understanding, better grasp of your membership.

So in that content bonus that I gave you, that content system, I tell you how to create a content catalog and then divide that catalog up into content categories, and then you'll also have a content calendar. Now I'm not gonna go into it in detail, but I wanted to give you an overview of it, just in case it may help you when we go through this lesson on crafting and creating your trial membership. So if you wanna take advantage of that bonus training that I gave you, go back. I'm gonna take the guesswork out of your content, help you create that content catalog, categories, and a

calendar by which you'll then have a very well organized membership program, and you'll be able to also know what are some offers, what are some opportunities that you can use for this trial membership.

So if you feel that's you, go experience that bonus, go through that training, and then come back to this, and then we'll get started. Now for those of you, you've already gone through the bonus, or you've already been through the training with me before, great. We're gonna go through this and we're gonna create this trial membership. Now, the options I'm gonna give you, you're gonna have over 75 different options on how to create your trial membership. Actually, you know what, it's gonna be over 50 options on how to create that trial membership.

So I'm gonna give you these options and I'm gonna give you this blue print that you can print out. As a matter of fact, if you haven't already done so, print out that blue print that comes along with the training. You find it right there in your membership site. And print that out and I'm gonna train you on how to use this blueprint to guide you through creating that trial membership. So having created this overview lesson for you to tell you about what you're going to experience, let's go ahead and let's get started and let's move on to your very first lesson.