

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

Lesson 2 – 3X Formula For Tripling Your Membership

Alright, so right now you should have your action sheet printed along with the blueprint that I've included for this training because you gonna need both of those to go through this as we talk about crafting your trial membership. So first let me give you this simple formula that you're gonna be able to use over and over again to know how to craft this offer and it's really built on what I call is, The Three X Formula for tripling your membership.

The Three X Formula for tripling your membership is this, it's opportunity, plus offer, plus options. Opportunity, plus off, plus options. Now over these next few lessons as we put this together I'm gonna guide you through each one of these. So I want you ... I want to help create this length of opportunity that you're going to have with your trial membership.

You see every trial membership can have a different length of opportunity, whether it be 7 days, 14 and so forth and I'll talk more about that in our very next lesson and then, we're gonna talk about the offer. Now there's a number of different offers and I'm gonna give you a sample of five different offers that you can create regardless of the niche or the industry that your membership business may be in but you're also, through this training you're going to be ... there's going to be ideas that are sparked just by what you already know about your membership business and what you provide.

So you're gonna be able to come up with even more trial memberships just by using this Three X Formula. So you gonna have opportunity, plus offer and then I'm gonna talk to you about the different options and this is some technical language in the sense of what is used in the membership business world. So it may be some new language for some of you, it may be different for others just based upon how long you've been studying the membership business.

So again, I wanted to give you this formula so that you'll always be able to have a reference for it in your mind as you go to create a trial membership. It's my Three X Formula for tripling your membership. It's opportunity, plus offer, plus options. So having said that, let's dive into the very first one and let's talk about the length of opportunity.