

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

Lesson 3 – Determining the Length of Opportunity

Let's talk about the length of opportunity. As you look at these options here, you're going to see that you have different length of opportunity. You just need to choose one.

Is your trial membership going to be a 7 day, 14 day, 30, 60 or 90 day length of opportunity. Would it be a 7 day trial membership or a 14 day, or a 30 day, 60 day, 90 day?

Let me tell you some little tips and tricks on why they are named this way? 7 day, 14 day, 30, 60 or 90. If I was to ask you would you want a one week trial membership or would you rather have a seven day trial membership? There's an intentional reason that we're using days as being the number as opposed to weeks or months.

It's because if I was to tell you only have one week, one doesn't sound like a whole a lot. Seven, that sounds like a lot. Now I know one week and seven days, it's all the same. But in the marketing side of this, for some reason when we market this membership, people will say, "Seven day. That just sounds longer than one week." Same with a 30 day trial membership or a 1 month trial membership. You always want to use the number of days.

30 days sounds a whole lot more than one month. 90 days. 90 days. I mean what's 90 days from now? That sounds like it's almost next year. 90 days. That's a long time. That's a whole lot longer sounding than three months.

Now again, you get to choose what the length of opportunity is. I'm giving you some of the most popular, whether it be a 7 day, 14 day, 60 day, 30 day, 60 day, 90 day. 7, 14, 30, 60, 90.

You choose that length of opportunity. That is the first step in creating your trial membership, is go ahead and decide how long is it going to be? How long is that trial membership going to be?

Now there are some factors in the midst of that, that you want to consider. You're going to want to consider how much are you willing to spend to get a member because this trial membership, although it's not going to cost you exactly the amount that your membership is, you do need to take into consideration what your cost are for getting that membership. Now, I encourage you to be able to spend the most amount to get a member.

In thinking through what are you willing to do? I always want you to try it for the maximum amount. I want you to be able to have that time to get them from sign up to fully engaged.

If you're going to choose a seven day length of opportunity, you've got to work really fast and really hard to get them from sign up to fully engaged. You might want to go back through that lesson on assimilating your members and taking them from signup to engaged because you're going to want to work fast in that seven day time frame.

Same with 14 days. Now, you've got two weeks, but again you're going to want to assimilate them and build that signup to fully engaged membership process within that 14 day period so that they stay beyond the 14 days.

Again with 30, 60, 90 is all about going back and saying, "Okay. Once I've chosen my length of opportunity and as you go through the next steps of crafting and creating your trial membership, once you have that you're going to want to make sure that it's in alignment with your assimilation process that you've built."

The length of opportunity is 7 day, 14, 30, 60, 90 days. Choose one, then after you do that, let's go onto the next lesson.