Module 2 - Creating a Trial Membership that Doubles and Even Triples Your Membership
Lesson 5 – Choosing the Right Sign-Up Options

Again that 3X Formula for creating your trial membership is all about opportunity, plus offer, plus options. So let's talk about options. You really have two options available to you. One is forced continuity, the second is optional continuity. Now what do I mean by that? Now, essentially when I say forced continuity that means they can't get your offer, they can't get the dollar trial or the free trial plus purchase, they can't make that purchase, they can't just get the shipping the product that you're giving them where you're going to ship it out to them but they just have to pay the shipping or they can't get two months at x without it being a forced continuity where it has to be ongoing or they can't register for the event without the forced continuity. Forced continuity means they've got to take it.

The second is the optional continuity. That means where they could still get the trial or they could still get the product without the trial membership. They could still get the purchase that they want to make, they just remove the continuity program, your membership program out of the shopping cart. They can still get the product that you're going to send them that they're just going to pay the shipping for. They can still get that just by paying shipping, but remove the continuity membership out of the shopping cart. You know, the first two months and then not have the ongoing billing. So, you want to choose, is it going to be forced continuity or is it going to be optional continuity. There is a good time for both.

Now, most membership businesses, it's pretty much always forced continuity. Meaning it's always in the shopping cart, you can't remove it. If you're going to take advantage of the offer that I'm making you, you have to take the membership, but there's a time when you can use the optional continuity. Let me tell you how to strategize and how to get the most out of that optional continuity. You see, there are going to be people who just want to do business with you by way of getting your products and services with never entering into the membership. It's just not in their DNA. They just don't want to be a member, but they really like your product, they really like your services, so they're going to come to you.

So here's what you do. You charge them a higher fee for those products and services. I mean, if they're not going to take the membership in the shopping cart, if they're not going to keep that there, then you ought to be able to penalize them. Here's what you're doing. You're actually creating another benefit for your members. You're saying to your members, "Hey, our members always get the best rate. If you don't take the membership, you're going to have to pay more." So you're going to have to pay 50% more, 25% more. I'm not encouraging you to use percentages, but you're going to charge them extra, just by not taking the membership. Here's what happens. They'll still do it. If they really don't want your membership, but they really like your product and services, they're still going to take it.

When you do event registration and you say that every person is going to get a trial membership with their event registration, then again, if they don't want that but they still want to be a part of your event, increase the event registration on them and they'll still take it. Again, they just don't want the membership. So, there's a time to utilize the optional continuity and the way you do that is by just making sure that they're going to pay more by not taking the continuity membership program that you're offering them.

So most often when you are working this formula, you're going to be saying, you know, I'll make sure that I always do either forced or optional. Most often you're going to choose the forced, but I want you to have this optional continuity in your back pocket at all times because there is a way to get more from those people who are saying, "You know, I'm going to take your product, I'm going to buy your product or service, I just don't want to be a member of your program." So then you end up charging them more for it, and they should pay more for it if they're not wanting to take your membership.

So, in just a moment in our next lesson here, we're going to put this all together. We've got the length of opportunity, the offer and the options all together and we're going to craft this and put it together into one blue print for you that you can constantly refer back to over and over again so that you'll have a ton of different trial memberships. So, join me in the next lesson.