

Module 2 - Creating a Trial Membership that Doubles and Even Triples Your Membership Lesson 7 – Who Is Your Best Prospect

Let's identify your best prospect now that you've been looking at all the different ways to formulate your trial membership. Let's look at who is your trial membership best going to be attracted too or who is going to be best attracted to your trial membership. So by now, hopefully you already have a few members if not a lot of members in your membership program and you have a good understanding of who your best able to reach for your membership program. I want to help you fine tune that, just even further by giving you some questions to ask so that you can then craft that trial membership to your specific target market. So here are some questions to be asking; what do you they look like? What physically do they look like?

For some of you, this might be obvious. Are they male or female? For some of you, your membership business is all about having men in your membership business, or it's all about having women in your membership business. So you know, right then and there that what they look like. You might ask yourself, what do they wear? What do they wear? What kind of clothes do they wear? Where do they you shop? Where do they enjoy going to buy those clothes and so forth so, that begins to tell you a little bit more. If I was to say they shop at Walmart or they shop at Target. I mean, there's two different clientele for each of those. So I mean, do your members shop at Target or do they shop at Walmart? I'm not saying that either one, you might even say, "Scott, my members don't shop at either one. They shop at Nordstrom," or something like that.

So yes, I want you to identify where they are currently going and what they're seeing already in the way of the marketing that is made to them. So, when you start to think through what they look like and what wear, this begins to tell you more about their mentality and so forth. You might also ask yourself this question of, where do they live? Where do they live? What certain lifestyle do they have that they enjoy having? So, what subdivisions do they live in? Do they not live in a subdivision? Do they live in a country club area? Whatever. That question of, where do they live? Begins to tell you even more about them. Where do they work? I mean, are they what would be called a white collar position? Or a blue collar position? This again begins to tell you more and more about them and about your target market.

Where do they shop? Where do they just enjoy going out? What are some of those places that they frequent? This tells you more about them as well. Are they married? Single? Divorced? Are they married again? That will begin to tell you more about your potential prospects for your membership. Do they have kids? I mean, are they empty nesters or do they have kids? Are they young kids? Or are they grown kids? This begins to tell you a stage of life that they're in, and what they may be or may not be attracted too when it comes to your membership. What ages are their kids? I mentioned that one, do they have grandkids? Are they retired? Do they work? What is their income level? All of these questions are really good questions to consider when you're crafting your trial membership and just thinking through who is this designed for?

What is their income level? Or what level of education do they have? What kind of car do they drive? What social activities do they participate in? I mean, do they enjoy golfing? Or do they enjoy sailing? I mean, those are two different activities but yet, a certain type of person who enjoys both. Are they religious? If so, what is their religion? That will tell you a lot. What are their values? What political affiliation do they have? Now I don't want to be political here, that's not my goal but you can know a lot based upon political affiliation. Are they from a certain geographical location? Now, for those of you specifically who have a Brick and Mortar membership, this is very important for you to know, because what I want you to do, is I want you to have a map of where all of your members are.

And one of the tools that I like to use by the way, just to say is, mapalist.com. I want you to have a map of where your members are so then that way, you'll be able to see that these are the people that we're best able to reach. For some reason we're reaching people who are on this side of the interstate or we're reaching people North of us better and more than those who are South of us. You're just going to find out that there are certain regions even locally in your area as a Brick and Mortar business. Now if you're an online business, this is even greater because you're gonna find out maybe there are certain people in certain states that you're just better at reaching. You're not reaching people in North Dakota or South Dakota, I don't know. You're not reaching certain people in certain areas. So I want you to be able to target market your membership.

So as you do this, you're gonna create what I call is a "member avatar". Now, I didn't make that up, obviously it comes from having a customer avatar but I want you to have a member avatar that then says, this is who I'm best able to reach, now heres the trial membership that is going to best reach them. As you do that, you're going to be able to look at

it and say, "Okay, they're taking it or they're not taking it, or I need to adjust this, or I need to adjust that based upon my target." Who knows? You might be able to charge more for it, you might need to charge less for it, just based upon developing this member avatar.

So I want you to take your action sheet for a moment and I want you to answer some of these questions about your members, and if you need too, go to mapalist.com and at the time of the recording, this training it should still be active, it's not shoot me an email and I'll find another mapping program for you. But it's a free program, where you can input your members and where they're at and you'll be able to know more about them. So go to mapalist.com, import that. Answer these questions and get a better understanding of your member and think through, does the trial membership match my member avatar that I've now developed. That's a key question because I don't want you to have this trial membership and then nobody take it, and it's all because well, it's aimed at the wrong member avatar. So I want you to have a really good understanding of who your member avatar is, understanding all of these psychological and physical components of what makes up your membership so that then you can craft the right trial membership for them.