

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

Lesson 8 – Ten Ways to Increase Your Marketing Effectiveness

We've crafted your trial membership. We've identified your member avatar. Now, let's talk about 10 ways to increase your marketing effectiveness because too many times, too many times, I see marketing pieces out there that are just not getting the return. People are not responding because here's what happens: you've got a really good trial membership. You know who your member avatar is, and it is solid. These two line up, but then all the same, guess what happens? Your marketing doesn't work.

You think, "Well, that trial membership didn't work." No, it's not that trial membership. It was your marketing. You might think, "Well, those people didn't take that trial membership." No, it was your marketing that didn't work. I want you to have a great trial membership. I want you to have a great understanding of your member avatar. And then I need you to understand marketing. I'm gonna give you 10 ways to increase your marketing effectiveness.

Let's start with number one. By the way, this is both for offline and online marketing, so anytime you do marketing, whether it be offline or online, you can use these 10 ways to increase your marketing effectiveness. Number one is I want you to have a headline with a hook. Capture their attention. Have a headline with a hook. Think through what is that headline that you want to put out there. I want it to capture their attention. You might ask yourself, "Does this capture their attention? Is it big enough? Is it bold enough? Does it talk about what they want to experience? Does it talk about what they want to have as opposed to what they need?"

It's always, always better to market toward what people want than what people need. I've fallen into this category so many times myself. I have to come back to these 10 ways to increase your marketing effectiveness because I tend to try to give people what they need. But I can only give them what they need by telling them and appealing to what they want. See, people take what they want, but then we give them what they need. That marketing headline has to have a hook based upon what they want.

The second one is have a sub-headline that keeps them reading. Have a sub-headline that keeps them reading. Now, they've read the headline about something that they want to experience or want to have. Then you give them a sub-headline to back it up about how easy or convenient or quickly they can get it. Having that sub-headline there to continue to capture their attention.

Then, I want you to ask yourself this question: Is this marketing message, is it simple? We've got to keep it simple. We've gotta focus in on the benefits, not the features. We've gotta focus in on the benefits of what they're going to get out of this trial membership or what they're going to get out of your membership program. Focus in on the benefits of being a member, not the features of "You're gonna get this twice a month" or "You're gonna be able to get this once a week" or "You're going to be able to have this over here or that over here." Those are all features. You want to talk about benefits. How are they going to benefit from this membership program that you're providing for them? Are they gonna have a better ... are they gonna have less stress? Are they gonna have more money? Are they gonna ... what is it that they're gonna have more of or less of as a benefit of your membership? You want to keep that simple.

Then use images and graphics wisely. Use them wisely. You don't want to go for branding where it's no message whatsoever and just this graphic that is supposed to be really creative. No, use those images wisely. You want to use them to back up the message that you're putting in this marketing piece. Then you want to break it up with some white space. Some white space, whether it be online, on your webpage, or on your postcard, have some creative white space that is there just to break up the way that it looks.

Then, after you have that, you want to make an offer. Make it an enticing offer. By now, you've got one. It's your trial membership. They're going to be able to do seven, 14, 30, 60, 90 days of membership for just blank, and that's it. It's your trial membership.

Now, you can give it a really ... you can give it a name for that special offer. But just make sure it's clear. I want you to have clarity over creativity. Make that offer and make it an enticing offer, but make sure the offer is clear. Don't try to get too fancy or too creative with it.

Then, include a call to action. A call to action. How do I sign up? Do I call? Do I go to a website? Do I click a button? Tell me specifically how to sign up for the membership. Too many times, I see a promotion going out or a postcard that I've actually received in the mail, and it tells me all about the offer. It tells me all about the membership. It tells me all about the

product. But guess what? There's no call to action. There's nothing telling me or giving me instructions on what I must do in order to get it. Be very clear about your call to action. Is it make a phone call, click a button, go to a website? Always have that call to action.

And then very next to it, number eight is I want you to create urgency. You don't have an offer without a deadline. You have to have a deadline. People don't do what they need to or do what they should. They do what's urgent. Always, always have that deadline. "This opportunity expires on blank date." "This opportunity expires at the end of the month." Tell them what the exact date. Tell them it expires at midnight on the last day of the month, whatever that day is. Always create urgency with your marketing pieces.

Then, as much as possible, as much as possible, I want you to include a promo code for tracking purposes. I want you to be able to track one trial membership over another. I want you to be able to see which trial memberships are bringing in which types of members. I want you to see which trial memberships are bringing in the most members and the least members. I want you to be able to track these, and a promo code is a really good way to do that. It allows you to be able to see that this person's signed up with this promo code, then coming into our membership. Now, we're able to track everybody from that promo code. Then we're able to track everybody from this promo code.

Listen: you may find out that some trial memberships are getting you like 10 members every time, 20 members. But then, after two months, after the trial membership is over, they're gone. But you're thinking that trial membership is phenomenal, that it's working. But it's not. They're all quitting after the trial membership. Then you might find another trial membership, it's bringing in three members, five members, but man, they're staying months. They're staying a long time. I want you to be able to track the length of time that these different trial memberships are pulling people in. That way, you're able to say, "Okay, I know which programs are working best, which trial memberships are working best." One way to do that is by having that promo code.

Lastly, I want you to have your contact information. Just have the website, have your email address, have your phone number. Now, don't make that the call to action. But have that readily available because if they have questions about it, well, who are they gonna call? Where can they go? If you have a brick and mortar business, I want you to have a map. Where's this place located?

Don't say, "Well, I've got my address on there." Maybe they're new movers. Maybe there's new people into the area, and they don't know that location. Or maybe it's out of their normal pathway of travel, so they don't know exactly where they are. You want to show convenience by having that map on your printed material. If it's online, make sure you have your contact information. Otherwise, I don't know who this is. Is this a legit business? Is there a phone number that I'm gonna be able to have, knowing that if I want to cancel my membership, I have a phone number that I can call to be able to do that. Have that phone number, have that contact information readily available, so that it adds to the credibility of your business.

Those are 10 ways to increase your marketing effectiveness. Again, think about it this way: you've got the right trial membership, you've got the right audience. Now, I want you to have the right marketing. You put all this together, people are going to join your membership and then, because you've got all these trial memberships, you're gonna be able to do it over and over and over and over again.