

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

Lesson 9 – Wrap-Up

As we conclude in this week's lesson, I want to just come back to you and put this all together for you, in the sense of you've got your 3x formula for tripling your membership. We've talked about the offer, the opportunity, the offer, and the options, and how you build all those together, and you've got this blueprint that you can constantly work for every different type of trial membership that you want to put together. You've got a great understanding of your member avatars, so that you know you're gonna hit the right audience. We've looked at increasing your marketing effectiveness, so that now we've got the right trial membership to the right audience, utilizing the right marketing.

Here's what I want you to do: email me your trial membership. Who knows? I may actually join your membership. But I want to see your trial membership. I invite you, I beg you, I ask you, email your trial membership. If you have any hesitation about how this trial membership will do, I want you to email it to me, and I'll take a look at it. I'll give you feedback on it, if you email me a sales page, or if you email me a PDF of a marketing piece that you're going to put out, then I'll look at it. I'll give you some creative feedback.

Plus, if you're in my coaching network, man, you should be taking advantage of that unlimited email access that you have to me. I'll be glad to look it over and help guide you through this entire process. And if you have a question, you can bring it on our next coaching call, as well, and let others speak into that trial membership.

As you do these trial memberships, I want to hear about the success, as well. I want to hear, hey, maybe that didn't work. Why didn't that work? I'll help you unpack it. Again, take full advantage of everything that you're getting with this training, and that advantage is also having me being able to look at all of these trial memberships that you're putting together, so that you can constantly pull the levers, getting more and more and more members.