

Module 3 - Strategies for Maximum Profit

Lesson 1 – Overview

Congratulations. You're almost done. Welcome to the third module. This module is all about how to create the right price for maximum profit. So, by now you've already been able to go through module number one, which is all about how do you take somebody from being a sign-up to being fully engaged in your membership program? I want you to know how to take your members and get them assimilated before you actually go and get members with your trial membership. Then, in module two, I gave you the three X formula. I told you how to create this trial membership, and I gave you a number of different options by which you can use trial memberships, different trial offers, and use them over and over and over again.

Now, in this module, in our final module together, I'm going to give you some advanced strategies on how to make sure that you get the maximum amount of profit from your membership levels. Plus, I'm going to also share with you some dos and don'ts of what you need to be doing when you make these trial memberships available, plus I'm going to also just help you in the overall management and leadership of your membership business. So, I'm excited to finally conclude this course together. I know some of you, you've already been emailing me your trial memberships. I look forward to those, and again, email those to me so I can see them and so I can work with you on them a little bit further and help you as much as possible.

I want to see you get as many members as possible and go away from adding members one by one to ultimately multiplying your membership. So, having said that, let's dive in on this module, and let's start with lesson number one.