

Module 3 - Strategies for Maximum Profit

Lesson 2 – Marketing Your Trial Membership

Let's talk about an element of marketing your trial membership for a moment. Let me give you one huge, I mean, huge do not do this. I promise you, this will mess everything up for you and create a number of headaches. You must not do this one thing. That is, don't make your trial membership, don't market your trial membership to your current members. Now, you would think I wouldn't have to say that, but let me just say that up front. Do not market your trial membership to your current members. Make sure that you segment your marketing list, your email list or whoever, make sure you segment it in such a way that you remove current members out of the trial membership.

Now, if by chance, and I understand with some of your membership businesses, especially those of you who have a brick and mortar business and maybe you're doing a direct mail piece. If by chance your members get ahold of the trial membership opportunity, that offer, and they come to you and say something about it, create some sort of value for them. Obviously, I'm not suggesting that you give them the same trial membership that you are promoting, even though they may be asking for it. You can, it just depends up to you. I would suggest not. You might remind them that it's quite possible that they signed up with some sort of trial membership opportunity when they joined. Now you're just making this available for other people.

If by chance a member was to come to you, and they were to say, "Hey, listen. I saw that you're doing this to get new members. I was wondering if I could have that same offer," even though they're already a member. First off, I like to reward them for the question, because I'm always sensitive to trying to give people the best opportunity. Plus, I think the fact that they're asking for it could say that they're highly engaged in your membership program, so I would look for another opportunity.

I would say, "Hey listen. You know, just in the same way that you signed up for the membership and you probably received some sort of special opportunity, some sort of trial membership when you did it, I can't honor that for you because you're already an existing member. But, what if I was to do this for you?" Then give them a different offer. Let them know that you can't just make it a common practice that, for every time you market a trial membership out there that you're just going to allow them to continue to get those trial memberships over and over again. That, "Hey, listen. You signed up for an opportunity when you got this. You can't have

this because you're already a current member, but what I would like to do, is give you this over here," and create some sort of bonus, create some sort of other opportunity that they would be interested in. Not a reduced membership, and definitely do not honor the trial membership for them.

Listen, I want to make sure that you honor the integrity of this trial membership process. For you to give that trial membership when it's not a "trial membership," it's to somebody who's already a member. It violates the integrity of it. I don't want them to continue to come back to you over and over again for every time that they see a trial membership. If you remove them out of the marketing process to begin with, you will avoid this headache.

In case you're not able to, say it's a piece of direct mail that you're sending out and you're blanketing an entire zip code or region or area for that and you don't really have any control over that, then just let them know, "Hey, this is really for new members only. It's a trial membership. I can't offer this to you since you're already a member, but what I can do is give you this over here." When you do that, you create a raving fan. Plus, if you just remove them altogether then they'll never even ask you about it, they'll never even know about it. They won't know that you're doing these trial memberships, and that's what you need to aim for most of all.