

Module 3 - Strategies for Maximum Profit

Lesson 3 – Create Multiple Levels

One of the ways that you can create the right price for maximum profit is by actually having three levels of membership. I want you to think about, for a moment, your membership as if it were a ladder with three runs on it. So, it was a three step ladder. That's really where every membership business should be. You should have three different opportunities for membership. I'm gonna help you just quickly think through about how you can create those. This is really a more intense subject. I could do an entire course on this, and maybe one day I will. Really, honestly, I want you to just begin to think about creating these three levels of membership.

But before I get started in this, I want to make sure by now that you have gone through the bonus training that was included with this course. That was the training on taking the guess work out of what you will provide your members. This is going to tie into that just a little bit in the sense of, you'll know what you're going to provide your membership. I want you to know that, and I want you to know it ahead of trying to create different levels of membership because if you don't even know what you're providing one level of membership, how are you gonna provide three levels of membership? If you need to, go through that bonus training and then come back to this.

Having said that, let's talk about what these three levels of membership are. Think of it in this way, and there's really a couple of different strategies of how you could think about these three levels of membership. One strategy is to think about it as a good, better, best opportunity, a good membership, a better membership level, and then your best possible membership level. Think about in those ways that if you were to create multiple levels of membership, what is the good level of membership? What is the better level of membership, and the best level of membership?

Now for simplicity's sake, what I recommend is that the best level of membership, that includes everything in the better and good levels of membership. At the top level, it includes everything underneath it. Then in the better level of membership, just stepping down one rung on the ladder. Then, you know, it includes everything there, but then also in the good level of membership. Then at the bottom rung, it only includes that block, only those things there at the very bottom.

If you were to think about your membership business, and say right now maybe you're providing everything in one level, what you could do is

just say, that is going to go ahead and be my best level of membership. Then if I was to take away some items, what would that better level be? And then if I was to take away even more, what would that good level of membership be? That is the good, better, best option of creating different levels of membership.

Another strategy that may help some of you is to think of it this way. What is the beginner level of membership? What is the intermediate level of membership? And then what is the expert, or advanced, level of membership? Take, for example, especially if you're doing some sort of training, or ongoing coaching, or consulting, or something like that, that a good level or a beginner level of membership is just to get them in. You're not talking over their heads. You're giving them just the right amount of content and services at that bottom level of membership, that beginner level of membership.

Then as they grow, as they learn, as they experience, as they implement, then they move up into the intermediate level of membership. Again, you're not giving them the expert level, talking over their head, but at the same time, they've moved beyond the beginner level. And so now, they're in this intermediate level of membership.

Then obviously as if it didn't need explaining, the expert level has everything. It is the expert level of content. It is advanced strategies. It's advanced opportunities. It's advanced tips and tools that you're giving them, and then it includes the opportunities that they could learn about in the intermediate and then again down at the basic level, or beginner level, of membership if they wanted to go back and sharpen their skills, or maybe they brought in a new staff member, or something like that, and they could send their staff through that beginner, intermediate, expert level. That is another way of creating three levels of membership.

Now for those of you who might be in the service industry, maybe you're providing some sort of services, maybe you're a spa, or maybe you're a gym membership or what, whatever sort of service that you can combine and you look at, these are the services that are most requested from us. And so then, you put those together in different packages. And so, you could have a diamond package, a gold package, and then maybe a silver package. Now you're just providing those services of which people are already taking from you, and you're putting them in a service package that you're putting together for them so that they could take advantage of it.

You might also think about, like, remember, this is interesting, remember when the value meals came out? It used to be, and I remember this as a kid, it used to be if you went into a Burger King, or a McDonald's,

or a Wendy's, I mean, you had to order your hamburger, and you had to specify the hamburger the way you wanted it, and then you had to decide if you were gonna get some sort of side with it, and then your drink. Well then all of a sudden, what McDonald's, I think they're the ones who figured this out, was that all of a sudden, hey, we can create these five different value meals. It started out, really, with three value meals, and then it grew, and grew, and grew.

Well, that's what you're doing as a service provider, is you are just bundling those packages together to create a good diamond, or silver, or gold package for your clients. That's different ways that you can look at it. But essentially, the main point here is to create those three levels. Here's what those three levels do for you. Those three levels will help you when it comes for an opportunity for people to upgrade their membership or downgrade their membership for either upgrading their membership or downgrading their membership.

Because eventually, people will say, "I need to cancel my membership." When that happens, then I want you to have that downgrade option available. At the same time, when they go to cancel, it could be that they could upgrade their membership. Maybe they're signed up for a beginner level of membership, and yet they're looking for something more intermediate. They say to you, "Well, I thought I was gonna be getting this and this, and I'm just looking for something a little bit more advanced." You can say, "Well, wow. I want to help you out. Did you know that we have an intermediate level of membership?" And so then you can help them along the way, and better service your members, and better provide for them.

So, those are three strategies to be able to create three different levels of membership. You've got the good, better, best. You got the beginner, intermediate, and expert. Then you've got the packages, a package A, B, or C, or the gold, diamond, and ... Silver, diamond, and gold, or silver, gold, and diamond. I knew I'd get it there. So, silver, gold, and diamond levels of membership and just package it together. When you do that, you're gonna create more revenue streams for your membership business, and ultimately, you're going to help more members.