

Module 3 - Strategies for Maximum Profit

Lesson 5 – The Founding Member Strategy

Another strategy that you can use is called the Founding Member strategy. Now the Founding Member strategy is exactly what it sounds like. It's a strategy that is used when you're kicking off a brand new level of membership. It's for founding members. It's for the people who are going to get in at the very, very beginning of your membership program. So really the only time that you can utilize this strategy is one. And that's at the beginning when you launch the strategy. When you launch the membership program.

So the way you would do this trial membership or this offer, would be is that you're creating a founding member rate. Maybe it's a founding member rate and it's a reduced rate, just to get people into the membership. And it would be a reduced rate for the life of the membership. You could make it a reduced rate for a certain period of the membership, going back to the 3X strategy formula that I gave you, you would go back and work that and use this Founding Member as one of those strategies. That you're going to create all of these bonuses. And they get to be a founding member.

Listen, people like to know that they're in on the beginning, the front end of it. And as a person who's an early adapter, that they're now going to get some sort of bonuses or some sort of additional benefit by getting in early. So that Founding Member becomes a strategy that you can use. But you can only use it once. It's a founding member rate. Or as the founding member bonuses with that membership program.

So again, you would just create your trial membership like you normally would, but it's for a brand new level of membership. And then call it a Founding Member rate, or a Founding Member bonuses, with this trial membership that you're offering people. So again, there's not a whole lot here to this, other than you're just going to call it a Founding Member, because it's a brand new membership level.