

Module 3 - Strategies for Maximum Profit

Lesson 10 – Stay Connected

Again, congratulations. You made it. This is the very last lesson. Listen, I'm not going to take long on this one because we've got a lot of work to do as we go, and we implement these trial memberships, and we do it over and over and over again. I'm going to do everything I can to triple your membership. Here's what I want you to do next. I want you to go back through this course. Go back through it. You're going to hear and learn things that you didn't hear the first time, and you didn't learn the first time. I gave you a lot of information. I gave you all the ways to take a new member from signup to be fully engaged in your membership program. I gave you a bunch of tips and tools on what you can do to create a wow experience and making sure that you have a process that takes them through the first hour, the first day, first week, first month, and so forth.

There was so much just in the first module. Go back through it and be sure to implement what you learned in that. Then in the second one, just constantly utilize that second module of how to craft your offer, how to put that trial membership together. Anytime that you go to make a trial membership, listen to that module over and over again. Work that 3X formula that I gave you. Take out that blueprint. Print it out again. Work that exercise and craft that trial membership and then go through this lesson, this module again that I gave you with all of these strategies that are going to help you create the right pricing structure within your membership businesses because I want you to have a maximum profit.

Let's do this. Go back through the course again and continue to learn and develop and grow your membership business. Then also, as you add new staff because I want you to grow and as you grow, you're going to have to add staff, whether it be virtual staff members or new staff inside your membership business. As you add staff, use this training to train them. Maybe, you'll hire a marketing director and somebody who's going to market your membership and help you with that. They need to know this process and put that in place in front of them. Maybe, you're going to hire a membership manager, somebody who's going to help you manage all of these new members you're getting.

Have them go through this so that they can see how members are coming into your membership program and how they need to be at work and getting more members into your membership business as well. Train those staff, utilize this training, utilize me to train your staff for you. Then

lastly, stay in coaching. You most likely received a trial membership from me when you picked up this course. I want you to stay in my coaching network. You're getting all sorts of tools and tips every month that are going to help you multiply your membership. You're getting a members bonus kit to me. You're getting a membership website that is constantly updated with all of the trainings and all of the tools.

You get this library of content every month that you can utilize and implement in your membership business. Plus, you get unlimited email access to me. Who doesn't want that, right? You get unlimited email access to me by which you can ask me your membership questions and I'll help you get more members, increase retention, and keep people from quitting. As we've concluded this lesson, again let me say congratulations. I look forward to seeing your membership double and triple. I look forward to you utilizing this toolkit and if you would, take a moment, shoot me an email, and give me a testimony. Who knows, I may just send you a gift. You remember that bonus I was talking about earlier in this module?

Well, maybe, if you put the word bonus inside the second line, maybe I'll send you something as a bonus for actually going through and completing and implementing this toolkit. Again, thanks for being with me. I look forward to having you on our next coaching call. In the meantime, let's triple your membership.