



**Seven Ways To Pivot
And Make More
Money**

ABOUT SCOTT WHITAKER



Scott Whitaker is an expert at building membership programs that will double your income in 90 days or less. He's most notable for having built a membership business from 72 people to over 3,000 people per month.

Through coaching and consulting, Scott is dedicated to helping you grow your business and getting you to that next level of success, no matter where you are in the process right now. Scott also offers limited on-site consulting and offers three different levels of coaching to businesses.

Scott is the founder of Membership Multipliers where he coaches membership business owners on how to get more members, increase retention, and multiply their profits.

He is the author of *"ACCELERATE How to Get Your Next 10,100, 500, or Even 1,000"*, "Triple Your Membership in 21 Days... and Do It Over and Over Again Toolkit" and "Four Offers You Need to Have to Keep People From Quitting."

Scott has led membership organizations in both non-profit and for-profit companies since 1997. He's noted for having built the largest for-profit coaching network for pastors of churches, growing from just 72 pastors a year to over 3,000 pastors a year.

Scott and his wife Kelly have been married for over 20 years and have two daughters. They're foodies and enjoy traveling.

Power Pivot Checklist

Seven Ways to Pivot and Make More Money

1. Sell a product.

- Turn your “membership resources” into products and sell them.
- Charge non-members more for the resources than if they had picked them up as a member.

What tool or resource do you currently have that you can turn into a product?

2. Do a paid “tele-seminar.”

- Different from a webinar.
- Paid event
- Gives great value
- Offer membership as an upsell at the end of the seminar

What can you share or instruct a 45 minute to 1 ½ hour paid tele-seminar on?

3. Become an “affiliate”

- Amazon (see the tutorial video), Wal-Mart, others
- Software (Clickfunnels, Kajabi, etc.)

What products or tools do you use that you can resell to your members?

What affiliate programs can you find to join?

4. Do a joint venture

- Webinar
- Sell products
- Build your email list

Who has access to your prospects?

5. Sell services

What's a service that you can provide to prospects?

What's a service you already provide for your members?

6. Be a guest on a podcast

Podcast Offer Leadpages Template -

<https://my.leadpages.net/shared/wqgambZaX46YVB8nLFBxDA/kWwqw6hCjqm46DexAoRNRP>

What podcasts speak to your prospects or potential members?

7. Pivot your marketing

How can you pivot your MESSAGE?

How can you pivot your MARKET?

How can you pivot your MEDIA?

How can you pivot at the right MOMENT?