

Pricing Strategies for Maximum Profit

Lesson 1 – Introduction

Lesson 2 – Marketing Your Trial Membership

Remove your _____ members from any promotions.

If a current member asks to get the “trial” membership, what do you do?

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Lesson 3 – Create Multiple Levels of Membership

Think of your membership being a _____.

Strategy 1:

_____, _____, _____

Strategy 2:

_____, _____, _____

Strategy 3:

_____, _____, _____

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Lesson 4 – The “Grandfather” Strategy

When to use this strategy?

- Increasing your _____ on membership
- Creating a new _____ of membership
- Changing the overall _____ of your membership

Use this strategy _____!

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Lesson 5 – Founding Member

Lesson 6 – Create Scarcity

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Lesson 7 – Never Violate a Deadline

Every offer has a _____!

People don't do what they _____, they do

what's _____!.

Be a person of _____.

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Lesson 8 – How to Create a Bonus

Key: Make the Bonus _____ Than the Membership

What makes a good bonus!

- It has _____ value.
- It meets another _____ that the offer may not.
- It creates _____.

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Lesson 9 – Stay Above the Law

- Don't have small print, different color print
- Have a cancellation policy
- Have a terms and conditions policy
- Know your local laws
- Know your federal laws
- Make it easy for people to cancel (but always follow-up)

Never process a cancelation without a _____.

- Do what you say you're going to do.

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Lesson 10 – Stay Connected

Go back through this course.

Train your staff by having them go through this course.

Stay in coaching!