

The Art of the Start. . .



The Psychology Behind “Membership”

A new member says:

*I just signed up for this
membership*

We say:

I just go a new member!



A new member is:

- Unsure
- Lacks trust
- Ignorant (in a good way)
- Curious
- Lacks desire
- Unclear on their outcome

We think they're:

- Certain
- Trust us
- Understanding
- Knowledgeable
- Will do whatever it takes
- Clarity



***How do you take a new member
from “sign-up” to “fully-engaged”***



The 90-Day New Member Sprint

Leg #1: The first 30 Days

Leg #2: The second 30 Days

Final Leg: The last 30 Days



90-Day New Member Sprint: First 30 Days

RECEIVE

ACHIEVE

BELIEVE

DO



90-Day New Member Sprint: Second 30 Days

RECEIVE

ACHIEVE

BELIEVE

DO



90-Day New Member Sprint: Final 30 Days

<u>RECEIVE</u>	<u>ACHIEVE</u>
<u>BELIEVE</u>	<u>DO</u>

