

THE ART OF THE START: HOW TO ON-BOARD A NEW MEMBER



WITH SCOTT WHITAKER

Seven Membership Multipliers

1. Content
2. Assimilation
3. Marketing
4. Retention
5. Ascension
6. Strategy
7. Leadership



Let's Talk About the ASSIMILATION Multiplier



Assimilation is how you take a new member from “sign-up” to “fully-engaged”



The Assimilation Multiplier:

What do you want your members to:

- Receive
- Believe
- Achieve



Homework:

- Join a membership (become a new member!)
- Join your own membership

When is the last time you were a new member of a membership?



The Art of the Start. . .

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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

- Immediate Email
- Phone call (Voicemail)
- Welcome gift package
- “Did you get your package” Email
- Emails for upcoming masterclass
- First Bonus Kit Mailing

ACHIEVE

- Gain a new perspective of their business
- Familiarity with the membership site and masterclass process

BELIEVE

- Accelerators: You can add members month over month
- Multipliers: Your membership can multiply!

DO

- Log-in to their membership site
- Join the private Facebook Group
- Accelerators: Leverage Facebook Masterclass
- Multipliers: 4-Day Membership Generator



90-Day New Member Sprint: Second 30 Days

RECEIVE

- New Member Reception
- Emails for upcoming masterclass
- Bonus Kit Mailing

ACHIEVE

- First new members

BELIEVE

- There are like-minded membership businesses (People just like me!)
- Accelerators: You can add members month over month
- Multipliers: Your membership can multiply!

DO

- Post in the private Facebook Group
- GET Accelerators: Most recent masterclass
- GET Multipliers: Most recent Multiplier Masterclass



90-Day New Member Sprint: Final 30 Days

RECEIVE

- Emails for upcoming masterclass
- Bonus Kit Mailing

ACHIEVE

- Continually getting new members
- Awareness of other levels of membership

BELIEVE

- Accelerators: I can add members month over month
- Multipliers: I can membership multiply!
- Growing a membership business can be done through Marketing “Accelerators” and Membership “Multipliers”

DO

- Post in the private Facebook Group
- Self-assessment in the membership site
- ATTEND LIVE Accelerators: Most recent masterclass
- ATTEND LIVE Multipliers: Most recent Multiplier Masterclass



POWER MULTIPLIER



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POWER MULTIPLIER

- Master the first 30 Days
- Automate it!
- Get Reports!
- CANEI (Constant And Never Ending Improvement)



BONUS:



- 90-Day New Member Sprint Worksheets
- Email Templates
- Phone Script
- Voicemail Script



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