

Membership Multipliers

Masterclass:

The Ultimate Prospect Attraction Tool To Grow Your List And Convert More to Membership

Hey, everyone. I want to welcome you to our Membership Multipliers Masterclass. I'll give everybody a moment to get logged in here. I know that when we started the GoToWebinar process it's like all of a sudden, everybody's screen has to refresh and take some more. I actually have a little ticker over here that says that attendees are all loading in here. As you come on, I want to make sure that as always, you can hear me, you can see me. You should be able to see my screen. I've got a couple of announcements that we'll go ahead and get started with as people are jumping on.

First, I want to welcome John Donahue, who is our Director of Marketing and Community Manager. That is his lovely wife, Sarah Irene Donahue. So, John just joined our team. We continue to grow here, and expand. So, I'm really excited. John and I actually, go way back, John and I used to do ministry together. We planted a church together, pastored together, and before that, we started on staff at another church together. So, we've been around for a while. John is a guru when it comes to marketing. So, he's going to be able to help you in your marketing, and he's also going to continue our marketing efforts here at Membership Multipliers, and with all of our membership.

So, John is on the line right now. So, John, I want to welcome you and say, welcome to the team. Glad to have you here.

John: Oh, thank you very much. Actually, I've known you longer than I've known my wife.

That is true because there's a story. We don't have time to go into now, but we were actually in a staff meeting, and the walls had glass walls. All of a sudden, Sarah Irene walks through the front door, and then John's eyes just got really big. All of a sudden, he saw this beautiful woman coming through the door, and she is very beautiful. She was coming through the door, and all attention was lost. He totally lost it in staff meeting, didn't know what was going on because we were all in staff meeting, somebody needed to go greet her, so he immediately jumped out of the seat, went out there, and then the rest is history. So, now, they're married. The story is much longer than that, but you are right. We've known each other longer than you have known Sarah Irene.

John: Yeah. That's true. That's a funny story. Sometimes I'll tell you my side of that story. All that being said, it's a pleasure being here. I'm super stoked to be part of the team. For those of

you guys who are in here as well, I'm excited to partner with you and help your businesses grow as well.

Yup. So, John's going to be a great resource for you all as you chime in on the Facebook groups, and as you chime on emails. Sometimes I may forward your email over to John just so that you can get John's expertise on feedback of what you're doing with your membership and so forth. So, send those emails in. We love to hear from you about what you're doing and get our eyes on all of your marketing pieces, so that we can help you get more prospects, and get more members.

So, having said all that, a couple of announcements. If you have not yet joined our Membership Marketers Facebook group, go and do that, [Facebook.com/groups/membershipmarketers](https://www.facebook.com/groups/membershipmarketers). So, go over there, join that Facebook group. Now, you need to know there are members of the Membership Accelerators Club, and then there are membership of Multipliers, your Membership Multipliers. So, you get the Membership Accelerator Club for free as part of your membership, which actually means you get more in the way of more tools, more masterclasses, greater access to me, and John, and so forth.

You'd get our attention and stuff at much higher level of membership, but we did do a bonus masterclass just last week on crafting emails that get opened, get read, and get new members. So, if you haven't gone into the Membership Accelerator Club and downloaded that marketing tool, you want to be able to do that today.

Then as always, continue to look out for your benefits with your Membership Multipliers. You get a different bonus kit, all of that stuff than everybody else in the Accelerator Club. So, great to have you here. A couple of updates as people are still logging in here. I will be in Nashville next week, April 8th and 9th. I think it's actually April 8th, 9th, and 10th. That's Monday, Tuesday, Wednesday. I will be in Nashville, Tennessee. I've got a high level mastermind that I'm a part of. I'm always looking to learn from others who are out there building their membership businesses. Plus, a number of my private clients, they are part of that mastermind as well.

So, we'll be out there in Nashville, and then the following week, April 16th and 17th, I'm doing a private two-day event. I would have invited you guys, but honestly, it's for people who are just getting started, and do not have a membership yet. So, they're wanting to get started in a membership. I'm doing this with my good friend, Kim Walsh-Phillips, and we're calling it the Membership Power Launch, and we're going to help a bunch of people get their membership started in that incubator on April 16th and 17th.

Then May 7th through the 10th, I'm going to be in Atlanta again with another mastermind that I help lead, and do some marketing things there with some great people from all across the US. So, a little bit of my travel. If you're in any of those areas and you want to get together, have coffee, pick my brain about membership, do whatever, hit me up, shoot me an email. I'll be glad

to see if I can adjust my schedule to make that happen, and connect. I love always connecting with our Membership Multipliers, and helping you guys with your membership. When I am able to travel, I actually meet them in-person.

So, having said all that, let's get started in the Ultimate Prospect Attraction Tool. This is the tool to grow your list and convert people to membership. So, I'm going to guide you through this process of creating your ultimate prospect attraction tool, so that by the end of our time, you'll know exactly what you want to do to be able to attract prospects.

See, what happens a lot of times in membership businesses is we get a list. We work really hard to get a list of people into our database, and then we start just really going after that list for them to join the membership. All of a sudden, we just put aside the concept or the whole idea of actually trying to attract prospects. We move from attracting prospects to trying to turn them into members. Well, you have to do both simultaneously. You've got to continue to build your list, built your list of prospects with the goal of trying to convert them to membership.

So, I do a lot of training on converting to membership. I got the triple your membership toolkit, all about how to create a trial offer membership. Again, a number of different ... The seven multipliers, a lot of them are about turning people into members, but there is one multiplier, the marketing multiplier that is all about not only just marketing your membership to get members, but marketing to get prospects. So, that's what we're going to talk about today is marketing to get prospects, and build your list, so that you can continue to build your membership.

So, I want to start out with this quote by Dale Carnegie. He says, "Personally, I'm very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms." You might say, "Well, Scott, what does that have to do with what we're talking about today?" Well, in some of my previous webinars, in some of my trainings, I've talked about how I grew up going fishing, and I've shared the fishing story that you got to take the right bait and put it in the right water to attract the right fish.

So, as we talk about marketing today, I want you to think about what is the bait that your prospects, people who are not in membership, people who may not even know you, what is the bait that your members or I'm sorry, that your prospects will be attracted to? Because you can't take strawberries and cream, and try to go fishing. I've tried that. I take strawberries and cream, I'm usually the one eating them. The fish are not. So, I just sit under a tree and I eat it. No. You got to take the worms and go after the fish.

So, let's talk about creating the right bait for your fish. So, as we get started, let's break down what is the ultimate prospect attraction tool. What does this prospect attraction tool do for you? Well, one is that it provides value to prospects in advance of joining your membership. Again, so many times, some of you in this masterclass right now, you're trying to get people to immediately take membership without providing value on the front end.

Having a prospect attraction tool will allow you to prove your expertise, will allow you to prove the value of membership before they actually join your membership, before they actually attend your event. Before they even give you any money, you're going to give them something for free that gives them value, that gives them next steps, that helps them to know, like, and trust you, so that then they can join the membership.

The ultimate prospect attraction tool also shows that you're an expert in your field. Now, I do notice this parenthetical statement there, even if you don't believe you are. Your prospects, they're looking for resources, and you providing this attraction tool to them allows them to see you as a resource that is going to help them. It's either going to help their business, it's going to help their lifestyle, it's going to help their finances, it's going to help their relationships. Whatever it is that your membership actually provides, they're going to be able to see, "Okay. If they're giving this away, how much more are they providing for their members? It's got to be a lot more." So, they immediately elevate you to an expert status, even if, even if you would never call yourself an expert.

Now, a number of you, you've accepted that. You have latched on to it that you're an expert in your field, that you've got all of these years of experience, you've grown businesses, you've helped others, you've done all of these things, so you know you're an expert. Your members look to you as an expert, just like you guys look to me as an expert in membership, having all the experience that I've built over the years, and building multiple seven-figure membership businesses, and coming in and providing value to you. You know and you've accepted that for me. Now, you need to accept it about yourself.

So, your prospect attraction tool actually sets you up as a leader, as an expert in your field. It also meets a felt need that your prospects want met. So, if you think about this, that your prospects are out there, they see something. They have this desire, this want, this need, and they want it to be met.

So, you use this prospect attraction tool to say, "Hey, if you're looking for this, if you're looking for better relationships," better finance, better job, better whatever it is that your membership provides, "take this for free," and it allows you to meet that need, and then they're saying, "Well, hey, if they're helping me like this, how much more could they help me if I was a part of their membership?" So, it immediately allows you to meet them where they're at, and meet a felt need, so that you can build that relationship with them and get them in membership.

Then lastly, the ultimate prospect attraction tool attracts the right prospects and repels. It shouldn't say repels. I'll have to get that changed. Repels the wrong prospect. You see, it's one thing for you to build your list. If I was to say to you, "Hey, I will give you 10,000 email addresses. All you need to do is just email me, and I will give you 10,000 email addresses," would you really want that? I mean, no. You wouldn't want that because you're going to be saying, "Well, how do I know they're the right prospects for me? How do I know that those are

the right people for me? I don't want just 10,000 emails. I would much rather have 100 of the right prospects than 10,000 of the wrong prospects. I mean, much rather that. I don't know where those emails even came from."

So, in this process, when you developed the prospect attraction tool, and I'm going to show you how today, it's going to help you attract the right people, the people that you're going to be confident that you can help with your membership, the people that you know are going to benefit from your membership, the people that you know that are going to add value to the other members in your membership, and you're going to repel the wrong prospects, people who shouldn't be on your list, people who shouldn't in your database, people you would never even want in your membership. That's what the prospect attraction tool does.

So, let me give you some types of prospect attraction tools, and I'm going to throw all of these up here. John, let's make a note that I'll put my slides in the download section of Membership Multipliers under this masterclass here. I'll put my slides here, so that you guys will have these, and you can go back through them. By the way, I know Steve is on the line here. Steve Anderson, you could share this with your staff, and everything. Give them your login. Let them go in, and view this masterclass.

So, some different types of prospect attraction tools. One is a PDF. I don't want you to call it a PDF. We'll talk about titles a little bit later on, but it could be an eBook or a digital book. As a matter of fact, most of you came in to membership with me because you picked up a digital book of mine. Now, I know I just released a brand new book. That is a physical book that I gave you as a benefit for being in the membership. You didn't have to buy that or anything. It was my gift to you, but a number of people have picked up eBooks or digital books from me.

Some of you may have even picked up what is a cheat sheet or a strategy guide from me. Others, maybe it's a blog that you could use. You got to look at your blog. Blogging is not dead. Your blog also can be considered as a prospect attraction tool. Articles that you have written, I'm going to show you an example, and I see that, Shannon, you're on with this. So, I'm actually going to use one of the articles that we did for HIRA, Shannon's membership, and I'll share with you that sample of what we did, and how simple that was.

Then transcripts, so if you have transcripts of something that you've done, maybe if you did something online like I'm doing with you guys, getting these transcribed or what, you could take some of that, turn it into a prospect attraction tool, and then PowerPoint files. So, PowerPoint files, that's what the PPT stands for. PowerPoint files, you could have that as a slide deck that people could download for free, and would be just a different type.

Now, let me give you some advanced prospect attraction tools because I know a number of you, you have been doing these prospect attraction tools, and you've got some of them under your belt, but there's even more that you can do in the sense of you could do a webinar, you could do videos like a Facebook live. You could write a book. I love books. I ought to do a

training some time on how I have leveraged my book to grow membership, and not just my membership, but I've done it in previous memberships as well.

Podcast is another way. John is an expert podcaster. So, maybe John will do a masterclass for some time on leveraging podcasts. He's going to be getting me in to doing some podcasts in Zoom, and then events. I know a number of you do events. Your events are an opportunity for you to attract prospects. Yes, even your member-only events are an opportunity for you to attract prospects, allow them to be your guests, experience the benefits of that particular event, and then offer them the opportunity to join the membership at the end of their time at the event. So, you got to choreograph that even just a little bit more, but it's an advanced tactic that you can do just so long as you debrief the event with them and actually make them the offer to join the membership.

So, those are some different types, but what you don't want to call it, you don't want to call it what it is. So, I mentioned this. You don't want to call it a PDF. You want to give it a title that will get them interested. All of those things, webinars, podcasts, articles, you don't want to call it an article. You want to give it a title that will get them interested. I will give you some sample titles that you can take and run with. You don't want to call it a PDF or a digital download or anything like that. You want to give it a title of what it is to get them interested.

You want to attract people to pleasure and repel by pain. People are attracted to pleasure, and repelled by pain. What do I mean by that? So, when you title your prospect attraction tool, you want it to be something that is going to deliver some pleasure. You want it to deliver more money, less stress, more time, simplicity, simple steps, all of those things.

Now, I have one that's out there that is a little bit on the pain side. Some of you may have seen it. I'll have a screenshot of it a little bit later in this masterclass, but I've got a digital book. The title of it is Why People Quit Your Membership And What You Can Do About It. Now, the pain point is, is people are canceling their membership with you. People aren't really attracted by that, but they are by the subtitle of "And What You Can Do About It" because people want to know. You want to know like, "Okay. Hey, what can I do to keep people from canceling and quitting their membership?" So, you want to attract them with a title that is going to meet them, fill some sort of need, give them some sort of pleasure, and you want to avoid sort of pain titles. Okay?

You want to answer the question, "WIIFM?" If you are on the recent bonus masterclass I did, I talked a great deal about this, about you want to answer the question, "What's in it for me?" We all have this radio frequency. It's on at all times. It's tuned in to WIIFM, what's in it for me? When you're looking at it, wherever you go, you're always in tuned to, "What's in it for me?" As much as we don't like to admit it, we tend to be very selfish people. Your prospects are selfish, too, just like you. So, you want to think about, "What's in it for me? What's in it for my prospects? I want to answer that question."

So, let give you some samples that I have done. Again, I've always said that when you're in the Membership Multipliers level membership, I put my business on full display for you, so that you can see what I'm doing, so that you can see I'm actually practicing what I preach. So, I've grabbed some screenshots here that show you how to use this prospect attraction tool, and give you some ideas about how you can use it as well.

So, if you go to my homepage, which we're working on some new design stuff, but right now, if you go to my homepage, you will see this prospect attraction tool right there. It's above the fold. Meaning, if you go to the homepage, you shouldn't have to scroll down in order to see this. Immediately, right there, I'm giving prospects who go to my website an opportunity to get this Membership Multipliers Seven Proven Strategies to Multiply Your Membership and Profits.

Now, I could probably come up with a better title if I wanted to be a little bit more about it and more intentional about it, but I was like, "You know what? Let's get it out there. We'll tweak it later," but this has been working well for me on my website. Immediately, right there, you see I've got the fields for them to enter their name. I like to know people's company name for me because it allows me to know, "Is this the right prospect or the wrong prospect?"

When somebody says in the company name, "Just starting", I don't mind helping people. I love to help people who are just starting a membership business, but the people I'm best able to help are people like you who have a membership already, and are doing something. Then your best email. So, people that fill that in, they hit download now, and then they're taken to another page. You're welcome to go through the process, and see what people see or what, but this is on my homepage, and you want your prospect attraction tool on your homepage.

You want it above the fold. You want it at the top, where people are going to be able to see it, and immediately, you're able to get them. Listen, your website is not intended to get visitors. Your website is intended to attract prospects. So, if you're not finding out who people are, if you're not getting their contact information so that you can follow up with them, then you're not maximizing your website. It's not a moneymaker for you. It's not bringing in people. You don't even know who you're attracting.

Put your prospect attraction tool on your homepage. Give them a free opportunity to get something, a free download. Make sure it's above the fold, so that people don't have to scroll down to the very bottom of the page, and get that tool from you.

This is one. Now, we recently changed our Facebook banner image, but you can utilize your Facebook page, whether it be your company page or your personal page. You can use use your Facebook page for your membership as an opportunity to get prospects. Now, if you click on the image, it's not going to actually do anything or pull up the image, but in the description of the image is where you put the link for them to be able to download your resource.

Also, Facebook will allow you to create a button that says, "Learn more," where then you can have the learn more button on your Facebook page, where you'll be able to get people's contact information. So, again, you're going to have that image there on your Facebook banner page, up at the top, not your profile. This is the big image at the very top of your page, and you'll be able to attract prospects utilizing Facebook.

By the way, this is free. This is all free stuff still. Your homepage, this is not paid advertising. Putting a banner image on Facebook, not paid advertising. You do not have to pay Facebook for these things. This is all free marketing for you. So, you need to be doing these things, and this is how you leverage your prospect attraction tool.

Another prospect attraction tool that I've done, still with the eBook or the strategy guide, I believe I had called it, the Membership Multipliers Seven Proven Strategies For Growing A Profitable Membership Business, is I have a page out there that I will drive traffic to, that I will do some paid ads, whether it be on LinkedIn or Facebook or when I'm invited to speak on somebody else's podcast, and they're going to allow me to share my website. I don't give them the website. I give them, "Hey, go to MembershipMultipliers.com/freebook or free eBook or whatever it is, free digital book, whatever it may be, and I drive them to a page like this.

I'll give you the tools at the end of how this page is designed. It's actually designed outside of my website. If you're not web savvy, that's fine. This tool that I'll share with you at the end will help you, but you'll see right there. I give people an opportunity to click here to grow your membership. That's the button. They click, little popup pops up, and they're able to give me their information right there.

Here's another one. I call this one as a game plan, a proven game plan for keeping more members. You guys know what that is. It's all about the Assimilation Multiplier. So, I tell them, "Use this cheat sheet to take a member form. Sign up to fully engage in your membership. Simple steps. Anyone can use to increase retention and keep more members." So, again, this is a page. I'll drive traffic to it, whether it be free traffic where I'm speaking at an event or I'm sending out an email to somebody else's list or I'm on a podcast or I'll drive paid traffic to it as well. So, I'll drive Facebook ads or LinkedIn ads to this page.

So, that's a screenshot of it there. It is mobile-friendly. So, when somebody pulls it up on their cell phone, immediately they see that button of "Yes, I'm in. Give me my free game plan." That's above the fold or above the scroll when it comes to the online position there.

Then there's this one, "Attention: Anyone who wants to increase their marketing effectiveness without spending more money, crafting the perfect offer." It's a complete, what? Checklist. People love checklists, to create more sales and members. So, again, I will drive traffic to this. It's a checklist. So, they can download that, give me their information.

So, if you think about this, just right now, I've got a couple more to show you, I've got the Membership Multipliers. I've got the Membership Multipliers strategy guide. I've got the Keeping More Members Game Plan, that cheat sheet. I've got this Perfect Offer Checklist. Those are just three right there that I've created that I'm using in my business to constantly drive in prospects.

Then I have the digital book that I mentioned, *Why People Quit Your Membership and What You Can Do About It* digital book. Now, sounds like a digital book, you think Kindle. I mean, there's real value to that. Well, there is real value to this, but quite honestly, I mean, it's maybe 25 pages, 30 pages. It's not that long, and the way it's written is it's written just like a book. So, it's written on half pages. It didn't take me long. I literally wrote that in two days. It was the very first prospect attraction tool I ever wrote. So, I just wrote it in two days saying, "Hey, listen. Let's put this out there and start doing this."

So, again, I drive paid traffic to it. I drive free traffic to it, any events or things like that. This right here I've used on LinkedIn a number of times. Maybe you've picked it up. That's how you found me, but that's another prospect attraction tool. So, that's another one.

Then recently, my book Accelerate. We changed the Facebook banner. John changed the Facebook banner for us, and it has this, "Grab your free copy of Accelerate today." Now, this is an advanced strategy, but obviously, people, when I offer this, they're paying for the shipping and handling. I'm going to give them a free book. I just ask them to cover shipping and handling. You're going to cover some cost there, but I'm going to give you the book for free. When they do it, ask for their name and email information first, so then that way, if they decide that "I'm not going to pay the ..." I think it's seven bucks, eight bucks or something like that for the shipping and handling on this. I at least have their contact information from the very first step that they filled out.

So, now, I'm using Accelerate. Depending upon the time that you're maybe watching this, I know you guys are on here live with me, but those of you who maybe watching the recording, it's quite awesome. I have a number of others that are already out there. Why? Because I'm constantly building these assets. I'm constantly building these and adding more prospect attraction tools, so that I can attract people and still continue to try to convert them to membership.

Again, all of this is free. You can be doing this for free. I'm not talking about building ads on Facebook or LinkedIn. I'm talking about creating these free tools of which you're going to give away for free, so that you can get people onto your list.

Another one is this is actually a webinar. Now, notice that I'm not saying webinar here. I will say that it's a training, a free training, but nowhere on here am I calling this a webinar. Now, there is more to this page that was down at the bottom. I just took a quick screenshot here, but if I showed you the entire page, it would actually say, "This online training ..." "Attention: Anyone who wants to increase the effectiveness of their marketing, the new membership attraction

blueprint, without spending on social media money pits." "Yes, sir. I'm in. I want to attract more members." So, I give them the call to action there. They click, they give me their information, their contact information, and we go from there.

Another one, *How to Effortlessly Triple Your Membership in Just 21 Days and Do It Over and Over Again*. This is all about the triple your membership toolkit. I give that training about how to create a trial membership. Now, you'll notice this has the same background as the previous one because I found out, you know what? It just works, but they're both webinars, just titled differently, and they are two different webinars. Those are. Sometimes, I'll do the same webinar, another advanced strategy for some of you. I'll do the same webinar just with a different title because I know that the title means a lot.

So, when we talk about titles and we talk about naming it, sometimes instead of just having to recreate the whole download, the whole PDF, digital book, strategy guide, whatever, maybe you just give it a new title, and put it out there and allow your prospects to be attracted to it. So, I've done that.

Here's a private client. This is how he used it. This is Jeff Anzalone. He did the Authority Blueprint. It's a free report. He works with periodontists, by the way. He coaches other periodontists, and The specialist-only guide that shows you how to stop relying on general dentists only for patients and start positioning yourself as the authorities. A lot of periodontists, they rely on referrals from general dentists. So, if those referrals run dry, their business runs dry as a periodontist.

So, how can they set themselves up as that authority, so that when the patients are in need, they know who to go to instead of their general dentists. So, that's what he's doing. This is on his webpage there. It's above the fold. He's got the little blueprint, name, email, best contact, and so forth. So, he's using that to be able to attract. Again, he's not trying to attract patients. He's trying to attract other periodontists. Other periodontists want to know this.

Here's one. Shannon is on the masterclass with us right now, but this is one that we did for Shannon and her business. I shouldn't say we did this. It was already within her business, okay? So, leads the Health Industry Representatives Associates, otherwise known as HIRA. I began to ask Shannon, "Hey, what are some of these tools that you have, some of these articles, maybe these things that are already on your website, already available to you that you could then package and try to get prospects to take on to this and get their contact information?"

She said, "Well, one of our board members just wrote this article about getting audited, and has a bunch of tips on what they can do, on what our representatives can do to avoid being audited, and how to arrange their finances because they're independent contractors." So, we said, "Well, nobody really wants an article about being audited. Nobody wants an article let alone one taxes. I mean, who wants to read an article on taxes?" So, we crafted this title, Tax

Audit Tips From A Recently Wounded IMR," that's an independent manufacturer representative, they know that, her prospects would know that, "And How I Survived."

So, let me tell you a little bit about this title and break it down for you. First off, IMR. If I don't know what an IMR is, I'm not going to be interested in this. So, what did HIRA do? HIRA immediately repelled the wrong prospects. They said, "Hey, if you don't know what an IMR is, then you're not the right prospect for us." So, we're going to leave in that abbreviation IMR just so that we can make sure that we're constantly attracting the right prospects.

So, Tax Audit Tips, "Hey, that sounds pretty interesting," From A Recently Wounded, "Now, this sounds like somebody who's been through this," And How I Survived. So, now, it's like, "Okay. This probably has some tips for me that I can do, that I can put so that I don't get audited." So, we created this cover image here with the title. I'll tell you about how we did that, very simple process to make that happen for you. Let me show you these pages. These are three pages of the prospect attraction tool.

So, I mean, it's an article. By the way, if you look at this, this blue section right here, that is literally an image that is copy and paste from the IRS website. Now, who wants to go to the IRS website and try to search for stuff? Not only is this an image from the site, it's, "Hey, we're going to underline this here, so that you know, so that we can point things out to you that the IRS is actually saying."

So, he wrote this article, about two and a quarter pages, and then took the content from the IRS's website, other people's content, put it in here as an opportunity, so that they don't have to go searching for it. Here's the IRS code for them, and made that convenient.

So, this literally is the prospect attraction tool, one of the prospect attraction tools for HIRA that they're able to send out there and say, "Hey, if you're wanting to know how to arrange as an IMR," Shannon knows what that is, I know what it is, "as an IMR, if you're wanting to know how to maximize your revenue, so that you don't have to pay more taxes than you should," it's not about avoiding taxes, "so that you don't have to pay more taxes than you should, download this free article, Tax Audit Tips From A Recently Wounded IMR And How I Survived."

So, that's all this is. It's an article that was already written, sitting in her business, sitting in her association. You have these assets. You have these articles. You have these blogs. You have these transcripts. You have these things just sitting there waiting for you to package them and put them in to a free resource that you can use to attract prospects, the right prospects and repel the wrong.

So, how do you actually get started? Well, ask this question, what common questions are your current members asking you? You want to ask, "Hey, I want to write a really good prospect attraction tool. Well, what are my current members asking me?" Are there certain questions that you've been hearing from your current membership that if you were to answer those questions,

and put it out there for your prospects that you know, that you're going to attract the right prospect.

So, you might say, "Well, what are the questions my current membership are asking me?" Then you could also go to your current prospects and give them a choice. So, you've already got an email list, people who are already prospects for your membership. Why not go to them and say, "Hey, what's your biggest challenge? A or B?" Now, you got to give the A or B answer. "Reply back and let me know. I'm doing a brief survey." Just make a really short email.

I mean, literally, if you're to just say, "Hey, John. I'm doing a quick survey. I'd love to get your feedback. I've got a question for you. What is your biggest challenge? Getting more members or keeping more members? Reply back. I love to hear your thoughts, and how I can help you overcome your challenge. Scott. P.S. By the way, this is completely anonymous. I'm not going to share your information. Your boss is never going to know what you said. I won't even share the name of your business. I just like to learn a little bit more. Thanks for your reply. Thanks in advance for your reply."

Just send out a very basic email with that content asking your prospects. I've done that a number of times. I used that as an email just to engage people and to hear from them, and find out what's on their mind, and then I will go and develop a prospect attraction tool based upon that. I'll go develop a webinar. I'll go develop a strategy guide based upon what their biggest challenge is, and put that together.

Then let me say this. You have to give them an option. You can't say, "Hey, what's your biggest challenge?" Click delete. That's what happens. I'm not going to share that, but if you give me a choice, A or B, now, I don't have to think about it. "Well, my bigger challenge is A over B," or "My bigger challenge is B over A." So, let me just say, reply back, B. You could even tell them, "Hey, just simply reply back with A or B. Let me know."

So, use that based upon your current prospects. Allow them to tell you what their biggest challenge is or what their biggest need or whatever your membership provides. It could be something different than the word challenge maybe. Then go to your Facebook group and ask. So, those of you who have a Facebook community that is filled with prospects, go to them. Create a poll on your Facebook group and say, "Hey, I'm doing a poll. I'd love to get your feedback. Choose one. What is your biggest challenge? A or B?" Put that as a poll out there or if you don't know how to create a poll, you can Google it, Facebook poll.

Somebody out there had used it, designed this or otherwise, I just get my 16-year-old daughter to do it for me. I'm not even sure how I would do a Facebook poll. I think it's there just under the comment section, and it says, "Create a poll," or something like that. I mean, just Google it. Somebody on YouTube will show you how to do it. It's very simple. Then ask them.

You've got this whole Facebook community, people who love to comment, they love to comment about cat videos and what they had for lunch, and all of that sort of crap that's out there on Facebook. Why not give them an opportunity to actually try to provide some value on Facebook by creating a poll in your free Facebook community? Ask them, and find out.

Then after you have found out what their biggest need is, what the idea is, think of what that title is. So, let's talk about some creative titles. There's a top 10 list. I'll throw all of these up here for a moment. So, yeah, the top 10 list. I mean, David Letterman popularized this. I'm starting to show my age a little, but the top 10 list. He used to do that every night, the top 10 list. He would go down and number two was always funnier than number one. So, you could create a top 10 list.

I'll tell you one that's really popular is the top 10 books. I've seen people do this, top 10 books I'm reading right now on, whatever the content is of your membership. A strategy guide, how to do blank and blank. Some sort of strategy, a blueprint, a how-to, a why blank and what you can do about it, so that's the *Why People Quit and What You Can Do About It*, the ultimate checklist.

So, again, you've got these opportunities here to where if you were to say, "The biggest felt need that I heard from my prospects is this, let me create a top 10 list around it. Let me create a strategy guide around it. Let me create a blueprint around it, a how-to, why blank and what you can do about it or an ultimate checklist."

Now, I'm going to give you a little way that even if you say to me, "Scott, I don't know that I can write. I'm not a good writer. I don't know that I can put all this together." I'm going to show you an easy way to get it done in just a moment, even if you don't want to do it yourself. I'm going to show you how you can get others to do it for you. It's a little bit of an investment, but if you say, "Hey, I'm not willing to do the work," I'll show you a way that you can get it done for you, small investment like 25 bucks, 20 bucks, maybe 50 bucks. I'm not really sure. I mean, obviously, people will charge you as much as you want, but I'll show you a way to get it done really, really inexpensive.

So, how do you get started? So, after you have the title, you've got your content that you've created around your title or somebody else has created the content for you. Once you've created it, go to your current prospects, and invite them to get it first. Invite them to get it first. So, every time I release a prospect attraction tool, I go to my list, I go to my current prospects and I say, "Hey, I want to give you a free resource." They're already on my list, "I want to give you a free resource," and I will promote that to my current list, so that I can get an idea of how responsive. If you're on my list and you're not wanting to get this, and I'm not getting people to download these things from me, then my future prospects aren't going to like it.

So, I watch that, but then at the same time, I'm looking at it and saying, "You know what? If my current list, if they love this, then if I put it out there to the rest of the world, if I put it on my

website, I put it on my Facebook page, change my Facebook banner, I maybe even run some paid ads to it, I know that I'm going to attract the right prospects because my current list liked it, and I'm going to get people to actually take it because my current prospects actually liked it first."

So, an advanced marketing tactic for a moment. For those of you who are doing Facebook ads, and paid ads, any sorts of social media or paid ads, and I know some of you on this masterclass are doing paid ads, always, always run your ad to your current prospects first costing you zero money before you run paid ads to it. There are these companies out there. They'll do your marketing for you, they'll do your paid ads, they'll manage your Facebook ads, all of that sort of stuff. I've used some of them, and I currently use some of them, but before I do a paid ad, before I put that out there and I spend money on it, I always run it to my current list of prospects first because if they don't like it, then I'm going to be wasting money.

Time and time again, it happens. It will be a waste of money. So, always take your prospect attraction tool and run it to your current list of prospects first. If they like it, you know you've got a winner. If they don't like it, maybe you change up the title, maybe you change up the copy that you used in the email until you tweak it enough to where now you know they're going to like it, and they're taking it. Then run paid ads to it.

So, let's handle some technical questions here. Again, I want to do all of this for you. I want you to do this for as free as possible. So, you're wondering, "Okay. Scott, where can I get some of these graphics?" Well, you can go to Pixabay.com and get free graphics. It's not free for so many. It's free. All of the graphics out there at Pixabay.com, they're all free. Literally, you could take a graphic off of Pixabay, load it into a PowerPoint, and then put some text on it, and do it that way, if that's what you know what to do.

You could go to Shutterstock.com and create an account, and you could pay so much a month. I have an account there. I don't know how much it is, but you pay so much a month, and you get so many graphics from that that are paid. Now, why would you want to do free versus paid? Well, sometimes paid, you'll find better graphics. Otherwise, go for the free stuff. Pixabay.com, you can get graphics for your prospect attraction tool.

For design, free, you can use Canva.com, Canva.com. If you're thinking like, "I've never heard of that. I don't know how. I'm not really tech savvy," again, go to YouTube and say, "How to design a graphic on Canva?" and you'll get training tutorial after training tutorial. There's probably even some training tutorials right there on Canva on how to use it. Canva even has a platform where you say, "Hey, I want to create a Facebook banner image." So, they'll say, "Well, if you want to create a Facebook banner image, here's the dimensions to make it look right, and feel right," because it's got to be a certain size, and they'll do that for free.

If you're on Instagram or Twitter or whatever, any of those others, all of those have different dimensions as well. So, then you can say, "Well, hey, I need to take that same image I did for

Facebook and I want to put it on LinkedIn." Well, LinkedIn has a different dimension. So, now, Canva, for free, will help you have the right dimension just for your LinkedIn profile.

Now, paid, you say, "Well, I don't want to design this. All of this is too technical for me." Well, guess what? You can get somebody for five bucks, five bucks on Fiverr.com, and that's not a misspelling. It's Fiverr.com. I've got a particular Fiverr that I use. The name of his ... I can't believe I'm going to say this. The name of his ID on Fiverr is actually lonely_life. Lonely_life is his name. If you go to Fiverr, you can search for him. He's in Pakistan. I pay him just five bucks.

I mean, just think for a moment. Five bucks to him, living in Pakistan, I mean, he's probably living a really good life with all of these projects that he's getting right off of Fiverr. So, Fiverr for five bucks, 10 bucks, maybe 15 or even 25 bucks, just depending upon the needs, you can go out there and get this designed for you.

Now, you can also use Designrr.io. Again, that's not a misspelling there with the two Rs. I don't know what it is about the two Rs, but they're doing it. So, Designrr will take some of your current blogs and load that and create a PDF for you. I've not used them, but I've seen the process. So, Designrr will take your blogs, your articles that are already written, and immediately, through their process, do it for you. It's paid or get this. Remember earlier when I said even if you don't want to write it like, "I don't want to write the article, I don't want to write the strategy guide, the top 10 list," you can go to UpWork.com. There's a small investment, maybe 25-50 bucks or however much, depending upon the quality that you want, depending upon the length of the article or the PDF that you want.

So, obviously, the more words, the greater the investment it will be. UpWork.com, you can actually get somebody to write it for you. Yes. I said that. You can get somebody to write that article, that PDF, whatever it is, get them to write it for you, so that you don't even have to. So, now, between the free design on Canva, and Pixabay, and UpWork, you can have your own prospect attraction tool written for you, put together, and done for you, where you didn't even have to write a word, but maybe except for the title. Again, go to UpWork, tell them what you're doing. They'll write the title for you just depending upon the investment. So, use that.

Then for web, I use Leadpages. So, some of you, again, it's a paid service, but I use Leadpages to go out there and do that. I don't have a whole lot of technical knowledge, but you know what? If you've got technical knowledge, you can do this yourself or go to Fiverr.com, type in there Leadpages, "I need somebody to set this up for me," pay somebody five bucks, 10 bucks, get them to set it up for you.

ClickFunnels.com is another. It's more advanced, and then Infusionsoft is even more advanced. I use Infusionsoft with Leadpages. Also, it's a technical stuff, but I've got John, I've got another web developer, I've got others who are putting that stuff behind the scenes, making it all work for me. So, even if you don't have it yourself, you need to have some sort of way to be able to collect emails, okay? You're not going to send people a link to download this. You're

going to send them to a page where it asks them for their contact information, for their name and their email address.

Then these are set up to where Leadpages, ClickFunnels, Infusionsoft, everybody who request that will then automatically get the download, okay? First, you got to put that prospect attraction tool behind that web form asking for their information. Don't go out there and put it on your website saying, "Click here to download now." No. "Give me your contact information, then I'm going to give you an email with your resource, with your strategy guide," with whatever it is that you're using for your prospect attraction tool.

So, those are some of the technical questions. Listen, you can get this done for you. I promise you. Get it done for you, and maybe 50 bucks or less, you can have all of that, and do it over and over again, so that you now have a number of these tools always attracting the right prospects for you.

So, here's a checklist for you. Your prospect attraction tool. You're going to go and you're going to ask your audience what their biggest challenge is, okay? These are your next steps. If you want to develop your prospect attraction tool, this is the step-by-step that you take. Ask your audience what's their biggest challenge. Is it A or is it B? Then you're going to write a brief article strategy guide or checklist about that topic. Either you write it or your staff write it or go to UpWork.com, small fee. Get them to write it for you or go to Fiverr. Get them to write it, okay?

You're going to give it a what's in it for me title. So, you're not going to call it a PDF. You're not going to call it a download. You're going to give it some sort of great title that answers, "What's in it for me?" Then you're going to give it a cover art and convert it to a PDF. You don't want to send out Word documents because you don't want people to take your stuff and all that. You want to give it a PDF, and give it the cover art that you designed on Canva, with Pixabay for free or you had somebody else do it for you on Fiverr for 10 bucks. Then you're going to add it to your website and watch the prospects flow in. Okay?

Really, honestly, again, you're going to send it to your current list, and make sure, and then add it to your website. Watch the prospects flow in. So, that's how you create your prospect attraction tool.

Let me leave you with this. Do not overthink this, paralysis by analysis. Do not. Just one step at a time. Let me send an email to my list, "What's the biggest challenge? A or B? Reply back." Okay? Then I'm going to go to the next step on the checklist. Just follow the checklist, okay? You're going to have these slides as a download, so you can go back through this.

Then implement one prospect attraction tool at a time. So, you're going to say, "Okay. Hey. What are all the prospect attraction tools I can do? Let me just make a big list of 10." You're going to try to do 10 at a time. No. Don't do that. Just do one prospect attraction tool at a time.

You see the word focus there. It's an acrostic. Follow one course until success. Okay? So, you're just going to follow this one course of action until you get success.

Then I want you to keep the hooks in the water. These hooks that you saw that I shared with you, that are my hooks, that are out there with attracting the right fish, they're out there all the time. Now, admittedly, some of my take-downs, because I want to re-adjust it or I want to drive toward a different direction for a brief time, but I have all of these, and I call these, they're my assets. They're marketing assets for me that I can pull out anytime, so I don't ever have to think about what it is that I'm going to do to provide future prospects or attract prospects.

Then once you have your prospects, this is going to go into another masterclass that would be a completely different masterclass, but I have got to tell you this. Once you have your prospects, build your relationship with them, and then invite them to membership. It's not, "Hey, download this free strategy guide. Boom. You want to join membership for five grand or 300 bucks a month," or whatever. No. You don't want to do that. Build a relationship.

They've not even had the chance to get the download from you yet. So, build that relationship with them. Nurture your prospects. Nurture your prospects. Get them to know you, like you, trust you. Go back through some of the other trainings that I've given you, where I've talked about emailing your prospects and writing emails, where then you can go back and continue to show that you are a resource for them.

By the way, there's no reason why not to say, "Hey," they requested the strategy guide, they get the automated email. What if three days later you just came back in and said, "Hey, I just wanted to check in. You downloaded the free strategy guide. Number one, did you get it? If not, you can click here to download it now. By the way, I was just wanting to see what your thoughts may be, and how I can further help you." Follow up on this download that you're giving them, okay? Nurture them. Nurture those prospects and build a relationship, so they know, like, trust you, and then invite them into membership.

So, here's what I want you to do. I want you to post your prospect attraction tool in the Facebook group. Now, I want you to also email me, and I'd love to be able to speak into it. If you're wondering about titles, I'll give you some titles. I'll give you feedback on it. I'll do all of that, but I want you to post your prospect attraction tools in the Facebook group, so not only are you getting my feedback and my thoughts, but you're hearing from others who are in membership as well. So, post your prospect attraction tool in the Facebook group. Ask them. Say, "Hey, what do you think?" Ask the rest of the membership what they think about it, and go from there.

So, let's do this. We're going to jump in to a time of Q&A. If you're interested and you've got a question, you can type in the chat box there. John, I'm going to invite you to come on the training. Unmute your mic, and come on, and let's see if we got any questions. Like I said, if we don't have any questions, I already said this, if there are no questions, that means I did a great

job. So, I'll pat myself on the back, and go, but we'll give you a moment for any questions. John, when you're ready, let me know.

John: All right. I'm ready.

All right. What questions do we have?

John: One question, we already answered. This training will be available later, correct?

Yes. So, if you go to the membership site, click on Membership Multipliers, you'll see this training posted in there, the ultimate prospect attraction tool. It should have this graphic. You'll have that there. So, yes, this will be in there, as well as a number of the other trainings that we've done.

John: Shannon wants to know, "What's a good polling tool other than social media?"

So, there is, and John, you might chime in on this. I know there's SurveyMonkey.

John: Yeah. SurveyMonkey is good. You could also use Google has a survey option as well. That's completely free. You can track the answers on your Google account.

Yeah. SurveyMonkey I think is a paid. They might have some free to lure you in and try to then do it, and then Google, you can do that. Again, Shannon, if you're not sure like, "Okay. How do I do that in Google?" just go to YouTube, and then create a Google survey, and then somebody is out there is showing you how to do a Google survey. So, that's a great question on how to create a survey. By the way, when I said Google, my cell phone, yeah, immediately picked up and said, "Here's some options here." So, Google is always listening.

John: Yes, it is.

So, what other question might we have?

John: Steve wants to know, "Do you have any resources for tech with websites? I don't currently have a web form. We have no way to link web links from our CRM and social media to our website."

All right. Steve, I want to do this. I want to know because I know a lot about your business already. I want to be able to find the best route for you. You've already got a CRM and everything. So, let's you and I jump on email. Shoot that over to me. Tell me who you're using for your CRM, and who you're using for your website as well. There may be a free or inexpensive way that you can do this, so that you get it all hooked in, but I want to make sure that ... If you're using WordPress, and John, again, John knows way more about this than I do, but if you're using WordPress, WordPress will have some of these forms for you, so that you don't even need to use Leadpages. John, correct me if I'm wrong on that, but-

John: Right. Absolutely. You're correct.

So, WordPress will have plugins for you that are free plugins that you can tie in to your website. So, before I try to answer that question, I need to find out just a little bit more of the background of what you're using specifically. So, shoot me an email. You've got my email address. Shoot me an email, and when I reply, I'll cc John on it because John will be a great resource for you as well, and we'll try to help you do this for free, even if it means, hey, you're getting us looking at the backend or get John looking at the backend of your website a little bit. We've done that with other members like Shannon. We've helped her with her website stuff. So, we want to be that resource for you, and help you avoid unnecessary expenses to make all this happen. So, great question. We'll get you taken care of, Steven. What else?

John: Shannon would like to encourage you to do a podcast class.

Yeah. Shannon, first, I got to do a podcast. So, John and I, we're just talking about this yesterday, about some goals for creating a podcast. I like to teach things that I know. So, maybe, John, we do a bonus masterclass, and have you do something on podcasts, and create a bonus masterclass for them or something like that. So, John and I will need to get together, and do that, and then maybe I will be the one in the student chair there, and getting John to get me on podcasts as well. So, it's on. It's on my content library, my content for the Content Multiplier. I've added that in, but we'll see what we can do to make that happen.

All right. Any other questions?

John: None that I can see.

All right. Again, so, go to the Facebook group, and post your prospect attraction tool. Shoot us an email. Let us look at it. Anything that we can do before you spend money on UpWork and Fiverr, you want us to think about it with you, and help you take the best strategy there, we'll do that. We'll make sure that you're set up for success, and then tracking the right prospects, repelling the wrong prospects, so that you could ultimately invite people to membership.

So, I want to thank you guys for being on this masterclass. Thank you for being a Membership Multiplier, and all the resources will be right here in your membership platform. If you're watching the recording of this, just look around. There's a download that's for you and all sorts of links. Then be on the lookout for our next masterclass coming up. I'm going to do an Accelerator masterclass with another marketing tool, and then we'll have our membership. Then also, keep an eye out on your bonus kits. We're always trying to be here for you, provide great value, and respond to your emails and all of that.

So, great day, everybody. We'll talk to you next time. John, thanks for all that you do behind the scenes, making all this happen, and filling the questions and being a part of this. So, talk to you guys next time. Have a great day.