



Why People Quit

Tool #8: Become a Membership Expert

Scott: Your final tool is to become an expert on membership. The tool is you. You have all of this in your arsenal right now. I've trained you. I've taken you through this course. You're going to be implementing it. Now, I want you to become an expert on membership. Go back through this training. You've got lifetime access to it, so you can access it at any time. You know, when you find yourself finding a challenge or maybe somebody stumped you on something, go back through and find in this training.

Listen, all my years of being involved membership businesses, over 20 years, all my years of handling cancellation requests, all my years of getting new members and keeping people from quitting, plus all the knowledge that I have gained from other membership businesses, all the knowledge I have gained from coaching my own coaching members about their membership business, it's collaborated in this training. Take advantage of it. Recognize the wisdom that's here, and go back through this training, and learn even more. Listen, there's going to be things that you heard the first time that maybe now you're hearing it in a new light or under new circumstances. I want you to go back through the training.

At the same time, train your staff. Have them go through this course. Don't take for granted that they know or they understand. You might make this training as a requirement for every new staff member who comes on board. You might make this training an annual review for every staff member, having them constantly renew and hone their skills. You might actually make the script builder better. You might add something to the checklist that is specific for your business that you have found is working. I want you to do that. At the same time, email that to me. Let me know. I'm constantly looking to improve my business and all those that I coach. Email that to me and let's make



this an interaction. Let's, together, make each other better. That's why I want you to stay in coaching.

Now, listen, I have looked. I have yet to find a business, a membership that is specifically, solely committed to improving membership businesses. Now, there are a lot of other courses out there about online membership or online courses and things like that, but I have yet to see a membership business courses, or training, or coach, and that's what I am. I want to continue to be your coach. I want to coach you on membership business.

Membership businesses are different from customer-based businesses. Many of you, you probably been in coaching where it was somebody who led a customer-based business. They're training you and coaching you on all of those tools that used in running a customer-based business, but a membership business is different. It's different. We have things like retention. We have things like ascension. We're constantly trying to improve our assimilation. Our marketing is different, because not only are we marketing to prospects, but we have to market our membership to our own members. A membership business is different.

Customer-based business is episodic. That means customers are episodic. It means you're constantly trying to get customers to make a one-time purchase, but a membership business is different. Members are recurring. Every month they're with you for another month. Every month, after month, after month, it's a recurring process. A membership-based business is a recurring business. That's what I want to coach you on. I hope you'll stay in my coaching network, and I hope that you will make a commitment to become a membership expert. That's what I want to do for you. I want to build you so that you can build your business and become a membership expert.

Now, just recently, I actually had one of my private clients shoot me an email. It was a great email, but I was also disheartened, because

he said, "Hey, listen. Guess what? I sold my membership business." Now, I thought, "Man, that's great. That's phenomenal," but then I thought, "Well, I'm going to lose him as a member." He said, "Hey, listen. It's because of your coaching that I was able to sell my membership business for seven figures," and he had built this thing from scratch, starting at the ground up, and adding new members, and finally was able to build it to where it was sustainable and actually had an equitable business to where he was able to sell it for seven figures.

He then went on to tell me that he's still working. As part of his agreement, he's still working on the business. Oh, but, only three days a week with the new owners so that he can build out this transition with them, and get them to a point to where they're now self sustaining, and they're able to now build the business without him. I want that for you. I want that for you in the sense that what you're going to do in your business is going to be able to build it.

Now, some of you, you're already running seven figures. I want you to get to eight, to nine figures. I want you to think big. For some of you, I want you to get past just the five figures and get to six figures, and nine figures, and break a million in your business. If you're going to do that, it's going to happen because of coaching, and it's going to happen because you decided to become a membership expert.

Listen, I know it's not all about the money. It's about helping your members. The money is one of those indicators. The figures of your business are one of the indicators of how many people you are helping. As you become a membership expert, not only is the revenue going to increase in your business, but the new members and the length of the membership is going to increase. That is what makes you a members expert. Make a decision today that I will do everything possible to become a membership expert.