

How to Turn a Sign-up Into a Fully-Engaged Member

Lesson 2 – How to Get the Most Out of My Coaching

Welcome to this session on how to get the most out of my coaching. Now, again, I want to do everything I can so that you can maximize this resource and, ultimately, double or triple your membership. That's what I love doing. I love helping membership business leaders like you, but in order for me to do that, I want to get us all on the same page. I want to make sure that you get everything out of this program that you've invested in.

So, let me give you some tips. Number one, I want you to schedule a time to review each module and each lesson. Now, you're going to find out that in most of these modules all you really need is an hour or less to be able to go through it, and here's the beauty of it. You've got an online membership site with this program so that you can access it at any time at your convenience. I want you to just set aside some time each week to be able to go through these sessions and be able to apply it to your membership business. As you do that, I want you to go to work on your membership business.

See, here's what happens often as business owners, as entrepreneurs, what we end up doing is we get caught up in the working inside our business. Like, there's emails to schedule, there's appointments to do, there's marketing to approve, and all that sort of stuff, and that is all work inside our business.

But, during this time, the time that you and I have together, we're going to go to work on your business. We're looking for opportunities to improve your business. We're looking for opportunities to create more membership. We're looking for opportunities to get your members more involved. We're looking for opportunities to increase your retention in your membership program.

So, we're going to go to work on your business. So, I want you to just like flip a little switch in your mind that says, "Okay, I'm going to go to work on my membership business."

The second step I want you to take in maximizing this resource is I want you to share it with any staff or key leaders in your membership business. Let them go through it. Put them to work. Get them on the same page. Now, if you don't have any staff members, that's fine. You're in a great place, because, as you grow your membership, you're going to have the opportunity to bring people on board and start hiring staff and getting people to come along side you to help do the work. Guess what happens? When you do that, give them this training. Let them know.

So, when you hire somebody who is going to start doing some of the marketing for your membership, have them go through this training and get them trained by me to be able to implement these trial memberships that are going to create new members for you. They need to know, if they're going to be doing marketing that's going to be leading to new members, what's the best way to do it? The best way is through a trial membership. So, utilize my training to train others in your membership business.

Third. I want you to participate in any group coaching calls that I offer. Now, if you picked up this resource, more than likely, you picked up a trial membership of my Membership Multipliers Coaching Program. So, I want you to participate in those coaching calls. Bring your questions to those calls. Come ready to learn to improve your business. Come ready to get even more skills and more tools in your membership business so that you can implement and do even greater things with your business. So, I want you to participate in those calls. I want you to come prepped with those emails and your questions, so that you can get the most out of that as well.

Next, I want you to email any question you may have. So, email me. Just reply to any of the emails that you receive from me, or you can take that email address and email me, and then I'll answer your questions. You don't have to wait for a coaching call. So, if you've got a question, and it's urgent, or you want me to see something that you're doing or you want my eyes on your trial membership. If you've got an offer that you've crafted and you've put together, well, then, I'll look at it. Just send it to me, and I will dedicate some of my time to be able to look at it and respond to you, so that way you can get the most out of this resource and get the best possible use of me in your membership business.

Now, let me just say, when you email me, I want you to only email me one question per email. You know, sometimes, I get these emails where it's a question about this over here and a question about that over there and a question about this over here, and it's just hard to answer. It's difficult to answer or get additional details that may be needed in order to answer your question. So, shoot me one email per question or one question per email. That way, if we need to, you and I can go back and forth and have a discussion about that particular question, and we can make sure that you get the best possible response. So, feel free to take advantage of that email access that you have to me as part of my coaching and part of this resources, and email me one question per email.

Lastly, take action. You'll see with these modules and this training that I've included action sheets for you. That's because I want you to take action. There's going to be steps that you can take to immediately

implement in your business. That's what I want you to do. I want you to take immediate action. Again, remember what I said, we're going to work on your business. I want to help you create massive action, so that you can get the best possible results. So, take action.

Utilize these action sheets. Print them out. Fill them in as we go through these modules together. And, when you do this, you're going to double or triple your membership. That's my goal for you. That's what I want to have happen in your membership business. But, I want you to follow the intentional process, the intentional system that I've laid out for you, and part of it is following these steps to get the most out of this resource and my coaching.

So, having said all that, we've laid the groundwork. Let's get started in our first module.