

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

Lesson 1 – My Story

Welcome to this resource, "How to Triple Your Membership in 21 Days or Less," and do it over and over and over again. Hey, my name is Scott Whitaker, and I'm going to be guiding you through this resource and giving you all the tips, tools, templates, training on everything that you can do to double your membership, and even triple your membership by utilizing a free trial membership. Not just free. I'm going to give you some other trial memberships so that you can turn trial memberships into paid memberships. That's the goal of this resource. But before we do that, I want to do a couple of things. I want to give you an overview of what we're going to cover, and I'm going to tell you how to get the most out of my coaching and out of this resource.

But first, let's talk about what are we going to cover. This resource is really divided up into three modules. In the first module, I'm going to show you how to turn a sign up into a fully-engaged member. See, here's what happens. When somebody joins your membership, they do just that. They say, "I joined this membership program," or "I signed up for this membership." Now, you and I as membership business owners, what happens is is when somebody signs up for our membership, we say, "We got a new member today." Well, that's not the case in the mind of that new member. As a matter of fact, they're already just testing your membership. They're testing whether or not they want to be involved in your membership program. So, I'm going to show you the exact steps you can take to take someone from a sign up where they say, "I signed up for your membership," to a fully-engaged member where they say, "I am a member of that membership."

Again, I'm going to give you all of the steps and tools to be able to do that and it's very important I cover this first because if I was to show you just how to get new members and they didn't stay, you didn't turn them from a sign up to a fully-engaged member, then that wouldn't benefit your business at all. So, I need to show you first how to fully engage, how to take somebody from sign up to fully-engaged in your membership program before you actually get members.

Then, in the second module this is where we're going to have all the fun. This is where we're going to show how to create a trial membership that doubles and even triples your membership business. Now I'm going to take you through the process of selecting and how do you identify what is the best trial membership, most often what is called the free trial, but I don't

want it to be free. I want it to be something where you get paid. I'm going to show you how to design a trial membership that turns that trial membership into a paid membership for you.

And then in the last module, I'm going to be showing you and guiding you through the pricing strategies and how to create the right pricing strategy that gives you maximum profit because here's what I know. You don't want to create a membership program where you're losing money. No, we don't want to do that. We want this to be profitable. That's why we got into this so that we could live the lifestyle that we want, so that we could have the business that we want, and so that we could have the membership program that we are setting out to provide for our members. It's got to be profitable. It's got to be something that is worth your time and ultimately, worth the time and the investment of your members. So, we're going to talk about the right pricing strategies.

And then at the end of this, you'll have everything you need that you can double or triple your membership. Let me just say, for those of you who don't know, you don't know me, maybe this is the first resource that you've picked up from me. Others, you've been in my coaching program. Regardless, I want to just share just a little bit about my story so that you can see what I did in my membership business to grow it, double it, triple it, and ultimately make it the largest membership business in its niche.

Years ago I actually just started out as a pastor. Yeah, that's right. I was a pastor of a church. In doing that, I was planting, I was starting a brand new church from scratch. I've always had this entrepreneurial itch and one of those ways that I was able to do that was to start a brand new church from scratch. I knew when I set out to do this endeavor that I needed a coach. I needed somebody who had been down the pathway before. I needed somebody who had been where I was wanting to go and so I sought out a coach.

Now, during that time I got involved in coaching, I ended up developing a friendship with my coach. We hit it off. He was coaching other pastors, and he had a group of pastors that he was coaching and it began to grow. And so he said to me, "Scott, I could really use your help in trying to grow this membership business that I've created here." And when I joined to start leading that membership business, it was running about 72 members, which just between me and you, that's a good size membership business. There are a lot of people who would like to have just 72 members. Well, there was an opportunity here where we knew we could reach more members. We could get more members, and so we took it from 72 members and began utilizing some different marketing and some

different tactics, and we grew that membership business to over 500 people. I mean that was great. Five hundred people in our membership program. We were coaching them. We were providing them all of these resources and so forth, but we knew we still had an even greater opportunity. And that's where I went to work.

I began studying other membership businesses. I began looking at what other membership businesses were doing, and they were in all sorts of different niches. And then I began to see what we could do in our membership business, and I began to develop a system by which we could put in place to grow our membership. And then we did it. I started trial memberships. I started offering different levels of memberships, some of which I'm going to share with you, and in that process I took it from over 500 members to over 3,000 members. It became the largest membership business in its niche to pastors. I know what you might be saying, "Well, Scott, those are pastors. What does that have to do?" The pastor niche was somewhat interesting because a lot of pastors, they just don't get paid well. As a matter of fact, the annual salary for a pastor is about \$35,000 a year. What we did in our membership business is we created a membership at \$100 a month selling it to pastors, most of whom ultimately paid that membership investment out of their own pocket. If pastors can take \$100 out of their own pocket and invest it in that membership, so can the potential and the prospects, the potential members that exist in your niche.

I'm going to show you how to do that. I'm going to show you how to take your niche, how to take the prospects that you want to reach, how to craft a membership program for them, give it the right pricing strategy, utilizing the right tools to get them fully engaged in the membership and then put it out there so that they can sign up and ultimately, we're looking to double or triple your membership. So, here's what we're going to do. Again, we're going to get started in just a moment here. I've got one more session I want to share with you on how to get the most out of my coaching, and then we'll get started and we'll dive deep.

I want you to know you need to listen to this next session because I tell you everything you need to know to get the most out of this resource and out of my coaching. I don't want you to miss a thing so be sure to do this resource and the process and the plan, the system that I've laid out for you. Let's get started and just go ahead and let's click on the next session.