

A magnifying glass with a black frame and handle is positioned over a laptop keyboard. The entire image has a strong blue color cast. The magnifying glass is angled towards the bottom right, with its lens covering a portion of the keyboard. The text is overlaid on the right side of the image.

UNCOVER YOUR IPM:
SO THAT YOU KNOW
WHO YOU ARE BEST
ABLE TO ATTRACT

© Scott Whitaker



"Whenever possible, try to understand your customers [members] needs at such a high level that you're able to provide solutions to their problems before they were even aware a problem existed. They will appreciate the attention to detail and you'll stand out as a trusted expert from the competition."

— Jeremy Schaedler

“Uncovering Your IPM”

Ideal

Prospective

Member



“Why Is Knowing Your IPM Important”

1. Your membership is not “all things to all people.”
2. That doesn’t mean that all people can’t benefit, they more than likely can. It’s just acknowledging who you are BEST able to serve.
3. Enables you to better SELL and SERVE your members.



“Why Is Knowing Your IPM Important”



“Why Is Knowing Your IPM Important”

**Child Care
Marketing
Solutions**

Growth

Freedom

Empire



Kris Murray
– Founder, Childcare Marketing, Inc.

Growth Membership

Growth Gabby
(GROWTH GUS)



GROWTH TRACK



Growth Gabby (or Gus) is in survival mode. She started with a dream to impact children and make a good living for herself. But because she's literally trying to do it ALL – from scheduling staff, doing tours, payroll, licensing, even working in the kitchen and driving the bus – she is 110% overloaded. She has no time to work on marketing her center or reviewing her financials, so she's on a treadmill of low to no profit (she may even be LOSING money every month) and no time to grow her enrollment. She is likely working 60-70 hours a week, not earning the income she dreamed about, burnt out, and lonely. She desperately wants time to work on her business and maximize her enrollment, so she can hire some office help and reduce her stress and overwhelm.

This is For You If You Can Say YES To Most Of These Statements:

- You are barely making ends meet and stress out about making payroll
- You would give anything for a regular paycheck
- You are under water financially and thinking about closing your doors
- You have moderate to severe under-enrollment
- Your family or marriage is suffering because you're always at the preschool
- You are a start-up who wants all the tools to be successful, right from the start

What You Need Most Right Now (In This Order):

Freedom Membership

Freedom Felicia
(FREEDOM FRED)



FREEDOM TRACK



Freedom Felicia (or Fred) has a stable early childhood business, because she already has an admin team in place that runs her school(s). However, she still may provide coverage as a director during emergency times or vacations, and she gets pulled away from her high-payoff projects more than she'd like. She may have a vision for expanding to more locations, or adding more capacity to her current location, but since she still finds herself working more than 40 hours a week and feels burnt out, she's just not sure that dream is in the cards for her. Freedom Felicia needs help with delegation, automation, and systems, so she can get BREAK FREE from her business to a greater degree. She also needs great marketing that keeps her school(s) full, consistency in operations across locations, and a growth mindset that will support her on this journey to make a greater impact on her community and the world.

This Is For You If You Can Say YES To Most Of These Statements:

- You have a stable business 60-80% of the time
- You get pulled back in when directors leave or teacher turnover hits a crisis point
- You are profitable but still leaving money on the table
- Company culture, and the stability of your team, is a top issue
- You need help with delegation, systems, operations, and automation so you can reduce the team's workload
- You desperately want the business to operate without you so you can break free and get your life back

What You Need Most Right Now (In This Order):

Empire Membership

Empire Ellie
(EMPIRE ED)

EMPIRE TRACK

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Empire Ellie or Ed is a visionary leader who has a drive to build an early learning empire. Regardless of your number of locations, you have a big dream for growth, success, or wealth. You likely stand out in your marketplace in terms of quality and/or market share. However, you still question whether your company could run better and more efficiently. You want access to the big ideas and “players” in our industry, and you want a true mastermind group to help you build your empire and avoid costly mistakes. Deal evaluation, financing, wealth-building, advanced marketing, and speed of implementation are what you need most right now. A coach and a peer group of like-minded entrepreneurs will help you go further, faster, and you will feel less alone at the top.

This Is For You If You Can Say YES To Most Of These Statements:

- You have a stable, profitable business but you want to go further – faster
- You have a fast-expansion vision such as “7 more schools in 5 years” or “10 to 20”
- You have a desire to build wealth and use that wealth for making a bigger impact and legacy
- You think to yourself, “Life is okay but I want something bigger”
- You want to work on exit strategy and succession planning so you can plot your next move
- You want Kris Murray on speed-dial and the highest level of coaching and masterminding

What You Need Most Right Now (In This Order)

“Scott Whitaker is wicked smart...His ideas have earned me over \$400,000 in membership sales in less than six months. Work with Scott today! You won't regret it.”



Kris Murray
Crested Butte, CO

“How to Uncover Your IPM”

1. What do they look like?
2. What do they wear?
3. Where do they live?
4. Where do they work?
5. Where do they shop?
6. Are they married, single, divorced, married again?



“How to Uncover Your IPM”

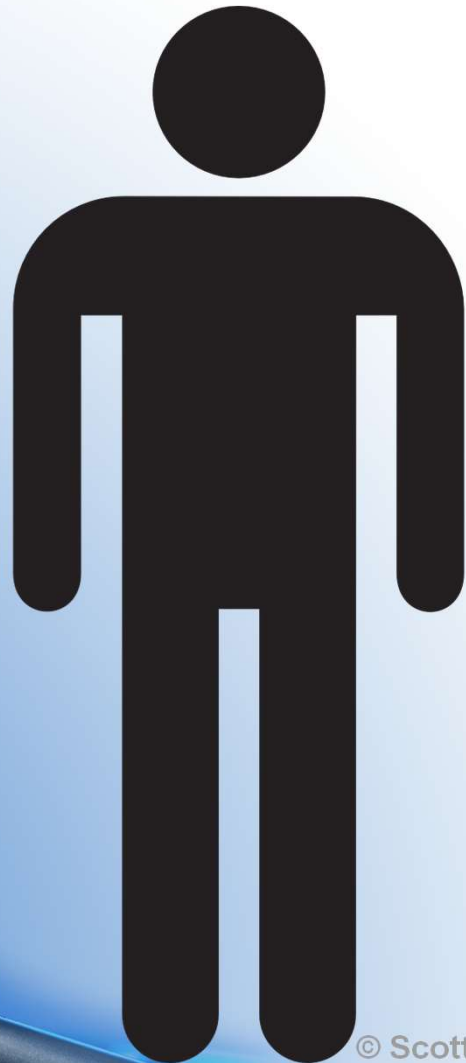
7. Do they have kids?
8. What ages are their kids?
9. Grandkids?
10. Are they retired?
11. Do they work?
12. What is their income level?
13. What TV shows do they watch?



“How to Uncover Your IPM”

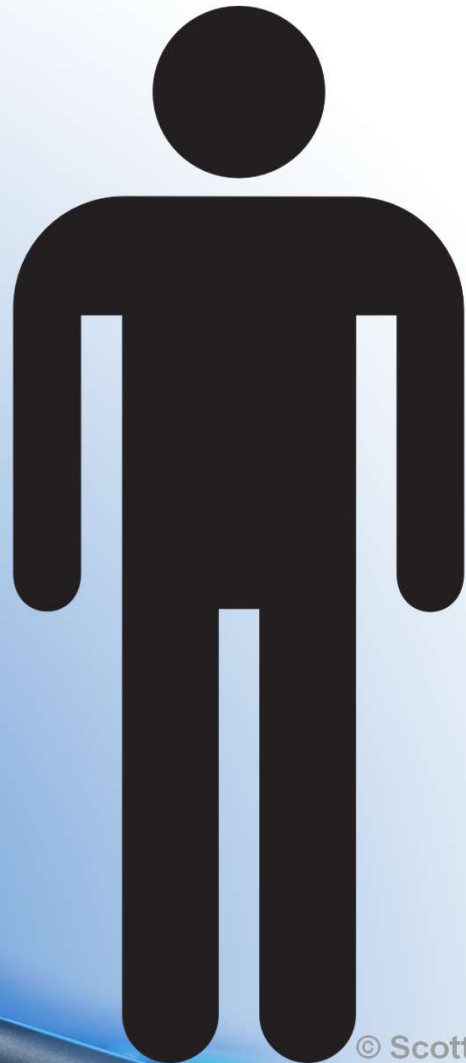
- 13. What level of education do they have?
- 14. What kind of car do they drive?
- 15. What social activities do they participate in?
- 16. Are they religious? If so, what religion?
- 17. What are their values?
- 18. What political affiliation do they have?
- 19. Are they from a certain geographical location?

“How to Uncover Your IPM”



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“How to Uncover Your IPM”

“Growth Gus”



“Freedom Fred”

“Empire Ed”



“Growth Gabby”



“Freedom Felicia”

“Empire Ellie”

© Scott Whitaker

“How to **LEVERAGE** Your IPM”

1. Write your email, sales page, sales letter, postcard, direct mail to that person.
2. Write to their hurts, wants, needs and desired outcome.
3. Overcome their objections by being specific.
4. Answer the WIIFM (What's In It For Me?)
5. Hang the picture in your office.



Your IPM Checklist:

- ✓ Start with the questionnaire.
- ✓ Focus on your most popular level of membership.
- ✓ Compare it to your current membership list.
- ✓ Come back to it day after day.
- ✓ Don't write another email, sales page, marketing piece without using your IPM.



Q&A



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***Post Your IPM in the Facebook
Group:***

**[www.Facebook.com/groups/
membershipmarketers](http://www.Facebook.com/groups/membershipmarketers)**



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