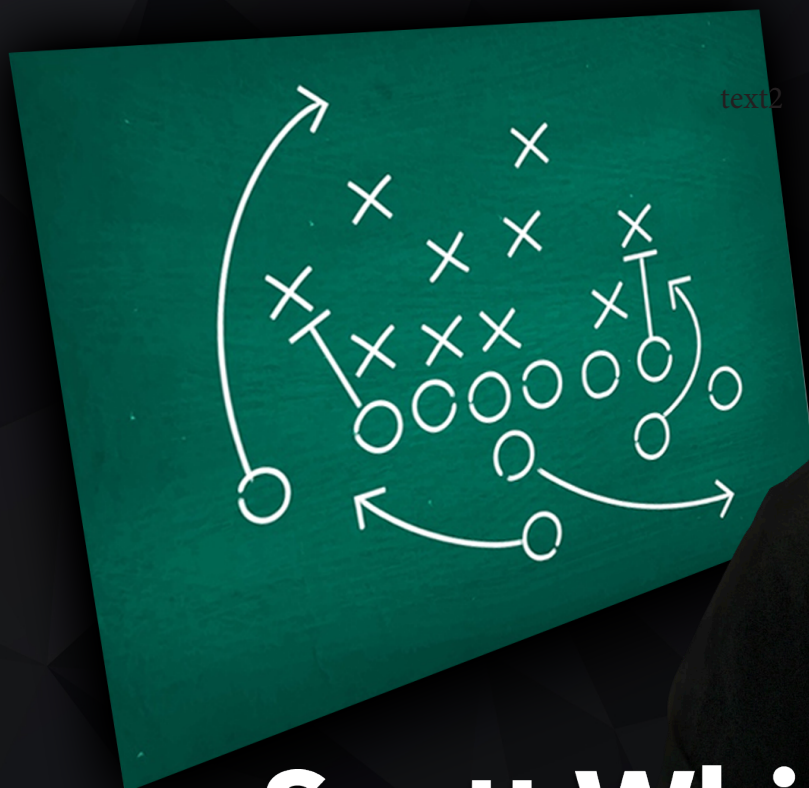


A PROVEN GAME PLAN FOR KEEPING MORE MEMBERS



Scott Whitaker
www.MembershipMultipliers.com



FROM SIGN-UP TO FULLY-ENGAGED

A CHEAT SHEET FOR YOUR MEMBERSHIP

Follow this game plan to gain clarity about how to build a pathway for every new member that will help them engage your program and increase retention (causing you less stress and burnout!)

THREE QUESTIONS EVERY MEMBERSHIP PROGRAM MUST ANSWER:

1 What do you want every member to **RECEIVE**?

2 What do you want every member to **BELIEVE**?

3 What do you want every member to **ACHIEVE**?

THE GOAL = KEEPING MEMBERS PAYING YOU FOR THE LONG-HAUL

RECEIVE

What do members receive when they join your membership program?
Every time a member pays their fee, they need to see or feel the value they're getting.

BELIEVE

Your members joined your program based upon some set of beliefs they have about the benefits of your program. How are you helping your members get what they want?

ACHIEVE

What difference are you making in the lives of your members? Members keep their membership based upon what they get and achieve.

**STICK WITH THIS GAME PLAN AND YOU'LL BE
GUARANTEED MORE PROFITS, LESS STRESS AND A
GROWING MEMBERSHIP PROGRAM.**

WHAT DO YOU WANT MEMBERS TO RECEIVE?

Follow this game plan to gain clarity about how to build a pathway for every new member that will help them engage your program and increase retention (causing you less stress and burnout!)

WHAT DO YOU WANT EVERY MEMBERS TO RECEIVE

1 In the first **HOUR** of signing up for their membership?

2 In the first **DAY** of their membership?

3 In the first **MONTH** of their membership?

THE GOAL = GIVE THEM SIMPLE STEPS TO ENGAGE THEIR MEMBERSHIP.

WARNING!!

Do not overwhelm your members in the first month!

RECEIVE

What do members receive when they join your membership program?
Every time a member pays their fee, they need to see or feel the value they're getting.

STICK WITH THIS GAME PLAN AND YOU'LL BE GUARANTEED MORE PROFITS, LESS STRESS AND A GROWING MEMBERSHIP PROGRAM.

WHAT DO YOU WANT MEMBERS TO BELIEVE?

Follow this game plan to gain clarity about how to build a pathway for every new member that will help them engage your program and increase retention (causing you less stress and burnout!)

WHAT DO YOU WANT EVERY MEMBERS TO BELIEVE

1 What do you want your members to BELIVE as a result of their membership?

2 How are you creating community so that they feel like they BELONG?

3 Are you helping your members see how they are better off with your membership and BECOME a member?

YOU CAN INCREASE YOU RETENTION BY HELPING YOUR MEMBERS:

BELIEVE

BELONG

BECOME

BELIEVE

Your members joined your program based upon some set of beliefs they have about the benefits of your program. How are you helping your members get what they want?

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WHAT DO YOU WANT MEMBERS TO ACHIEVE?

Follow this game plan to gain clarity about how to build a pathway for every new member that will help them engage your program and increase retention (causing you less stress and burnout!)

WHAT DO YOU WANT EVERY MEMBERS TO ACHIEVE

1

**What goals do
YOU HAVE for
your members?**

2

**What goals does
YOUR MEMBER
have?**

3

**Are you creating a
"QUICK WIN" to
help them achieve
both your goals
and their goals?**

**SOMEONE WHO SIGNS UP FOR YOUR MEMBERSHIP,
DOES JUST THAT. THEY SAY "I SIGNED UP FOR THIS MEMBERSHIP."**

**IT IS NOT UNTIL THEY ARE FULLY-ENGAGED THAT THEY ACTUALLY
SAY "I'M A MEMBER OF THIS PROGRAM."**

ACHIEVE

What difference are you making in the lives of your members? Members keep their membership based upon what they get and achieve.

**STICK WITH THIS GAME PLAN AND YOU'LL BE
GUARANTEED MORE PROFITS, LESS STRESS AND A
GROWING MEMBERSHIP PROGRAM.**

NEXT STEP



**How to Get Your Next 10, 100, 500 or Even 1,000 Members...
In The Next 60 Days - And My Best Kept Secrets In Keeping Them Paying For
YEARS To Come. Check Out A Small Glimpse
Of What You'll Discover Inside...**

WHY LISTEN TO SCOTT ABOUT GROWING YOUR MEMBERSHIP?

Scott's strategic mind and use of membership multipliers have been growing and building membership businesses regardless of their niche. He is the founder of Membership Multipliers where he coaches membership business owners on how to get more members, increase retention and multiply their profits.

He is the author of *"Triple Your Membership in 21 Days... and Do It Over and Over Again Toolkit"* and *"Four Offers You Need to Have To Keep People From Quitting."*

Scott has led membership organizations in both non-profit and for profit companies since 1997. He's noted for having built one of the largest for profit coaching networks; growing from just 72 members a year to over 3,000 members a year.

**Don't Wait Any Longer...
Start Growing Your Membership With Accelerate Today.**

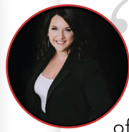
SHIP MY FREE COPY OF "ACCELERATE" NOW!

www.AccelerateMyMembership.com



Dan S. Kennedy
NO BS book series
and NO BS Inner Circle

"Scott Whitaker has neatly consolidated the vital truths and fundamentals about what I call 'the membership concept,' which I have used for my own fortune and for countless clients. His advice is drawn from solid, successful experience, not theory. To be a member, it must mean something, and that mean must be systematically reinforced. Scott knows this."



Kim Walsh-Phillips
Powerful Professionals

"In just the first 30 minutes of going through Scott's program, we were able to multiply our membership revenue path more than 300%!!"



Shaun Buck
Newsletter Pro

"Any membership business knows the importance of monthly recurring revenue. However, most struggle to increase their MRR month over month. Just follow Scott's simple advice and you'll accelerate your recurring revenue, get more members, and have a solid membership business."



Michael Rozbruch, CPA
Roz Strategies

"Through Scott's 7-point plan and his proven experience, we were able to create a new level of membership that will significantly increase our monthly recurring revenue. Scott helped us identify underutilized membership assets we already had and capitalized on these, which went a long way to creating our new level of membership. He has a unique ability to develop programs, working backward from the desired outcome, and giving you the step-by-step execution plan!"



Kris Murray
Childcare-Marketing.com

"Scott Whitaker is wicked smart when it comes to planning strategy and tactical execution of all aspects of membership programs. From member indoctrination to renewal to ascension to selling and pitching, you will gain huge value from working with Scott. His ideas when implemented will result in a gain of at least half a million dollars in coaching revenue for my company. Scott verified and clarified things that my team has been telling me for how to change and improve what we do, but it took Scott to help me see the wisdom of changing things up, so we can deliver much more value and make much more money long term from our members. Hire Scott today! You won't regret it."



Oli Billson
Oliver Billson Marketing

"During a simple lunch meeting, Scott showed me how to immediately add six figures to my membership and how to quickly get new members with what I was already doing. If he can do that over lunch, think how much more he can do for you through his book Accelerate."



Brian Duprey
ChildcareMillionaire.com

Scott has been amazing at helping to grow the membership of our coaching program. He is wonderful to work with and truly cares about the growth of our business.



Jeanette Tekoczela
Int'l Association of
Professional
Life Coaches

"Since following Scott guidance, I have increased my income by 50% per month. I've also been able to provide better service, increase member engagement, and have higher retention rates."



Steve Anderson
Workamper News, Inc.

"Scott has taken what can be a complicated process and given us a step by step plan for our membership businesses"

JOIN OUR FACEBOOK COMMUNITY



Join our growing community on Facebook to network with other Membership Business owners to and get feedback on any sales pages or websites you would like to share!

www.facebook.com/groups/MembershipMultipliers

MEMBERSHIP OPPORTUNITIES



MEMBERSHIP ACCELERATORS

MEMBERSHIP ACCELERATOR CLUB

You will receive the tools, tips and templates you need to market your membership, get members to sign up and increase the effectiveness of your marketing. You'll go from "selling membership" to ultimately being a solution for your prospects!



MEMBERSHIP MULTIPLIERS

MEMBERSHIP MULTIPLIERS CLUB

Using the "Seven Multipliers" you will be able to get more members, increase retention and keep people from quitting your membership. Multipliers also have access to the Membership Accelerator Club



MEMBERSHIP MAXIMIZERS

MEMBERSHIP MAXIMIZERS

Get even more access to Scott, helping you implement, achieve speed and maximizing your membership growth through personal guidance and coaching

SIMPLE NEXT STEPS YOU CAN USE TO ACCELERATE YOUR MEMBERSHIP

1



Uncovering Your IPM: So That You Know Who You Are Best Able to Attract

Knowing your IPM determines everything for your message. This simple step-by-step process to always know who you're selling your membership to. When you get this one thing right, you'll get more members!

2



Crafting Emails That Get Opened, Get Read, and Get New Members

Learn how to move from writing about your membership to getting people to sign up with proven methods to increase the open rate of your emails by creating urgency and getting people to take action!

3



How To Get More Prospects In A Week Than You Do All Month

You can't get members if you don't have prospects. And once you get a member, great! But now you have one less prospect.

Most gurus out there just focus on trying to get more members but that doesn't work if you're not constantly building your list of prospects. In this masterclass, you'll get the tools and templates to get more members and more prospects.

LET'S START TO ACCELERATE YOUR MEMBERSHIP AT WWW.MEMBERSHIPMULTIPLIERS.COM/STORE !

ABOUT SCOTT WHITAKER



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He is the author of "Triple Your Membership in 21 Days... and Do It Over and Over Again Toolkit," "Four Offers You Need to Have To Keep People From Quitting," and "Accelerate: How to Get Your Next 10, 100, 500, or Even 1,000 Members."

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