

SEVEN MEMBERSHIP MULTIPLIERS

Get New Members, Increase Retention,
and Multiply Your Money



**BY SCOTT WHITAKER
FOUNDER OF**

 **MEMBERSHIP
MULTIPLIERS**

WWW.MEMBERSHIPMULTIPLIERS.COM



Scott Whitaker is an expert at building membership programs that will double your income in 90 days or less. He's most notable for having built a membership business from 72 people to over 3,000 people per month.

Through coaching and consulting, Scott is dedicated to helping you grow your business and getting you to that next level of success, no matter where you are in the process right now. Scott also offers limited on-site consulting and offers three different levels of coaching to businesses.

Scott 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 "ACCELERATE How to Get Your Next 10,100, 500, or Even 1,000", "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 the largest for-profit coaching network for pastors of churches, growing from just 72 pastors a year to over 3,000 pastors a year.

Scott and his wife Kelly have been married for over 20 years and have two daughters. They're foodies and enjoy traveling.



A MULTIPLIER is anything that: Saves You Stress Time, Energy & Money

If you would like to build a membership business, keep members from quitting and have predictable recurring income, then this will be the most important article you read all year.

Every membership business has Seven Multipliers. They exist whether you know it or not.

In the same way your body has systems (like your respiratory, cardiovascular, digestive, muscular, etc.), your membership program has systems too. When they work together, you have a healthy body.

When one of the systems in your body is unhealthy, there's a word for it. It's called disease, or DIS-EASE.

So it is with your membership business. Healthy systems, healthy membership program.

Unhealthy systems will lead to lost members, low retention, unhealthy members and low profits. So what are they?



1 CONTENT MULTIPLIER

This multiplier focuses on the “features” of your membership business. You have to answer the questions of:

- What will you provide?
- How will you provide it?
- How frequently will you provide it?
- We'll evaluate the effectiveness to make sure that we're over-delivering on what we promised to your members.



This multiplier consists of the three C's of Content:

Content Catalog: This is a list of all the items you can provide your members. If you are a service provider, this is the menu of all the services you can provide.

Content Calendar: With the Content Calendar you determine when and how often you're going to deliver your content to your members. (Keep in mind the number one reason people quit is because of content overload.) You have to know the right balance between delivering too much and delivering too little. Your content calendar helps you find the right balance on what you deliver and when.

Content Categories: Once you have Content Catalog, you have to divide your content into categories so that you can know what categories of content should be delivered. There may be seasons to your content or services. There may be a "right way" to implement.

Your content categories help you deliver a balance of content to your members.

This Content System removes the frustration and guesswork of knowing what you're going to do for your members. You'll have a complete system on when, what, and how often to deliver to your members.

A chalkboard with a lightbulb and chalk drawings. The chalkboard is dark grey with white chalk markings. There are several circles and lines drawn on the board. A lightbulb is placed on the right side of the board. The title '2 ASSIMILATION MULTIPLIER' is written in white on a red background.

2 ASSIMILATION MULTIPLIER

This multiplier will show you how to take your members from sign-up to fully engaged in your program. There are specific steps you must take to assimilate your members. This multiplier guides you through each of these steps and ensures that when a member joins, you're giving them the best opportunity to stay for the long-haul.

1- What do you want your members to RECEIVE?

It's important to think through all that you want your member to receive.

They're no longer a customer. They're now a member. You have to onboard them to your membership program and reinforce their decision to become a member.



2- What do you want your members to believe?

Yes, you have to work the "beliefs" of your members. When it comes to changing beliefs, you have to sometimes change:

- The mindset of your members. You have to help them see things differently.
- The conversation in their head. For some membership business, you have to change the conversation (negative self-talk) that your members have in their head.
- The belief they have about their business or personal life. You have to help them see the benefits of their membership and the membership will make life easier, reduce stress or provide them with a greater sense of value.



3- What you want your members to achieve?

Your members have a reason or goal for joining your membership. Will your membership deliver on the reason why your members joined?

The very reason members join a membership is because they want to achieve a goal. You have to clearly identify that goal and repeatedly deliver on that goal for your members.

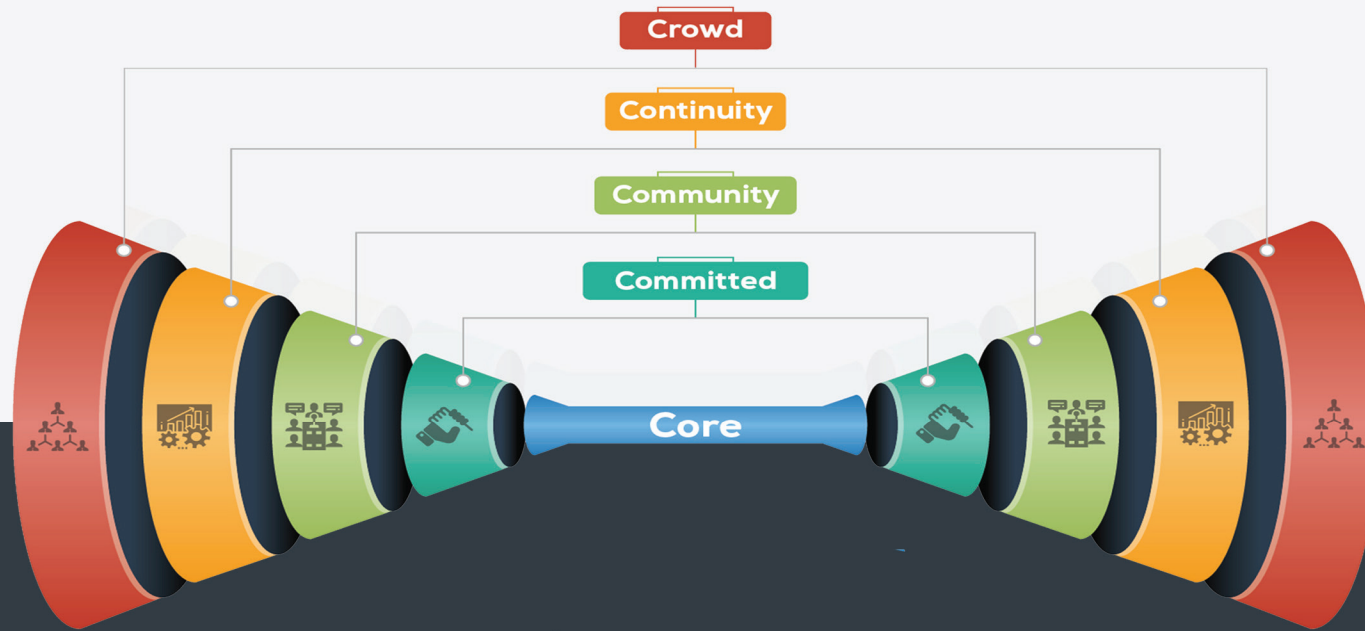


3 MARKETING MULTIPLIER

The goal of this multiplier is to attract prospects with your marketing, nurture them and get them to become members. This is where you build your marketing funnel, develop your lead magnet that will attract you the best possible prospects, nurture those prospects and build a desire for your membership program. You demonstrate your USP (Unique Selling Proposition), show prospects the benefits of your program and use testimonies to share the success of others. In this multiplier there the "Five C's of Marketing a Membership Business"

5-C Model

of Membership Marketing



CROWD

You have to build a crowd with your marketing. This is your list of prospects. These are the people that enter into your sphere of influence.

CONTINUITY

After you nurture your crowd, you then convert them to members and get them in your membership program. You have to make sure that your marketing matches your membership.

COMMUNITY

You have to market to your members and build your membership into a community. Just because they joined your membership program doesn't mean you stop marketing to them. You have to create a relationship with your members and create a community.

COMMITTED

Once you have your membership program, you develop "next steps" for your members to take to increase their loyalty to your membership. You identify new revenue streams within your membership business and market to your members to get them to increase their commitment and you increase or deliver a higher level service or goods.

CORE

These are the members at the heart of your membership program. These are your raving fans. These are the people who bring you referrals and add other people to your program. You have to market to them and give them opportunities to share what they've experienced. Equip them to get you referrals and add new members to your program.



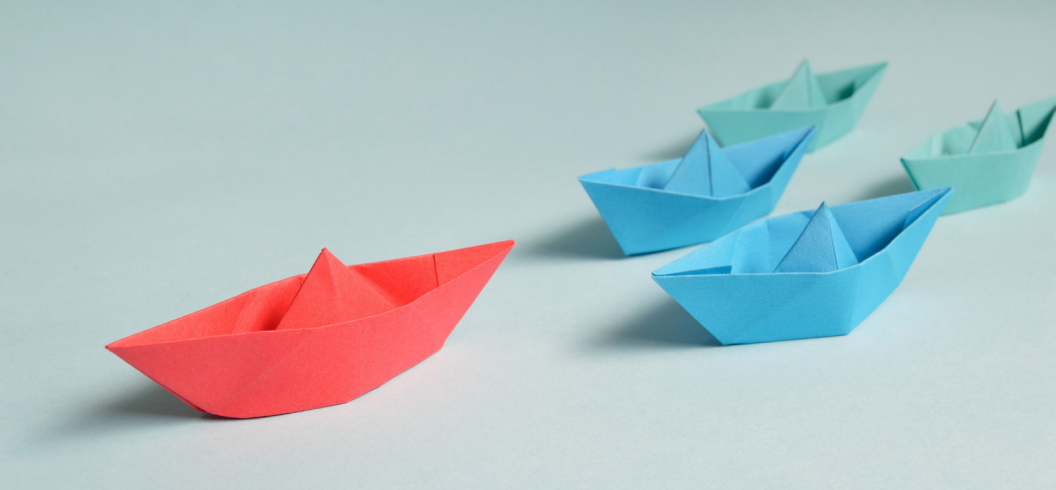
4 RETENTION MULTIPLIER

Here's what I know - it is easy to see cancellations happen and immediately venture out to get as many new members as possible to try to make up for it.

When that happens - you enter the rat wheel of just always trying to keep up. That is one way to do it but **NOT** the best way.

The real goal ought to be to increase the retention of members instead of just replacing canceled members with new members.

The fastest way to increase your revenue by double-digit percentages is to lower your churn rate, thereby increasing the lifetime value of every member.



You have to develop a pathway for people to follow so that they don't lose interest in your program and quit.

Most members quit during the third month. The problem is most businesses wait to develop a plan. They wait until month three. By that time it's too late! You have to develop a plan that will get members to stay beyond month three. Then develop a pathway to keep members engaged and stay for the long-haul.

You do this by helping members increase their **RELATIONSHIP + RESULTS**: Let's take a look at the first - **RESULTS**: When you get your members results and they see their success tied to your membership program, they'll be hard to lose. You'll make them a fan. They'll see their achievement is tied to what you're providing and the direction you're taking them.

But **RESULTS** don't stand alone. You have to have a **RELATIONSHIP**. When you tie the results to a relationship with you - it will keep your competitors at a distance. Let's face it, your competitors can produce results too. Maybe not to the same extent that you can but they produce results.

Your relationship with your members is what becomes the iron fence that will keep your competitors out.

The stronger your relationship plus the greater the results you provide for your members the more difficult it will be for your members to quit your membership program.

You do these two things, there's no reason a





5 ASCENSION MULTIPLIER

This system focuses on ascension, descension, retention and achievement within your membership program.

If you're going to have a membership program you need to have a way that members can progress through their membership. Creating an ascension model for your program will help your members and increase your revenue.

Plus, before you let a member quit, there should be a descension process in place to help them through

whatever barrier they may be facing that is causing them to quit.

To have a healthy ascension multiplier you must have:

- Ascension
- Descension
- Retention
- Achievement

Think of this system like a ladder. A ladder has two rails and multiple rungs on the ladder. The rungs on your ladder are ascension and descension.

As your members climb the ladder they ascend the ladder and the different opportunities you provide.

As your members descend the ladder, they're able to do so using those opportunities you provide. The two rails holding the rungs in place: Retention and Achievement

This Ascension System keeps people from quitting. Everybody knows jumping off a ladder is dangerous. You don't let your members jump off the ladder. Instead, you give them opportunities to ascend or descend and stay in your membership program.



6 STRATEGY MULTIPLIER

What tweaks can you make to increase membership, increase retention, reduce cancellations and create more profit? This system helps you to constantly look for opportunities and new ventures to provide your members. Are there new products, services, events that you can have for your members that will benefit them and better serve the goals of your membership program?

The strategy multiplier includes:

- Membership pricing strategies
- Member acquisition strategies
- Ascension strategies
- Tracking Retention (and what to do at the chokepoints)
- Evaluating your membership program
- Staffing your growing membership business

You owe it to your members to constantly improve your program and give them the best service possible.



**Developing your personal leadership so that you can lead your members.
You must constantly get ahead of your members and L-E-A-D:**

LEARN

- **What books are you reading?**
- **What seminars are you attending?**
- **What coaching networks are you a member of?**

EXPERIENCE

- **What personal experiences?**
- **What financial experiences have you gone through?**
- **What family experiences?**
- **What life experiences have you gone through that can benefit your members or your business?**

APPLY

- It's not enough to learn and experience. You have to apply what you're learning.**
- **What new disciplines are you developing?**
 - **What hobbies or talents are you learning?**
 - **What actions are you Taking as a result of what you're learning?**

DEVELOP

- **What action plans are you executing in your business?**
- **How are you helping people around you become better?**
- **How are you developing at becoming a better leader?**

A close-up photograph of a person's hand giving a thumbs-up gesture. The person is wearing a dark blue suit jacket, a light blue and white checkered shirt, and a blue and white striped tie. A red banner with the word "CONCLUSION" in white, bold, sans-serif capital letters is overlaid diagonally across the hand and forearm. The background is blurred, showing a bright light source on the right side.

CONCLUSION

These are the “Seven Systems of a Healthy Membership Business.” When these systems are healthy, your membership business will be healthy.

If you’re experiencing “DIS-EASE” with your membership business, it’s because one or more of these systems aren’t functioning at their optimal level.

So how healthy is your membership business?

At some point, everybody needs a doctor to diagnose their disease.

I want to help you further diagnose the “dis-ease” within your membership business.

If you're ready to multiply your membership and money, here are four more ways we can work together!

1. I run a fun Facebook group for "membership marketers" who want to grow & scale. Might be useful for you. Check it out here: <https://www.facebook.com/groups/membershipmarketers>

2. Get a FREE copy of Accelerate: How to Get Your Next 10, 100, 500 or Even 1,000 Members... Yes, you can get a free copy of my brand-new book! In it, you discover more on how to promote your membership, get more members and increase retention. Go here to get your free book now -www.acceleratemymembership.com/free-book

3. The Membership Accelerators Club... This is the place for membership businesses looking for marketing tools that you can plug and play to get more members. Literally, these tools will help you promote your program and get more members. Go here to learn more now. www.membershipmultipliers.com/generator

4. Are you interested in growing your membership by 300% in the next 12 months? If you're looking to get more members in a week than you did all month and you're tired of "sending and hoping" people will sign up...just REPLY to this message and put "Private" in the subject line... tell me a little about your membership and what you'd like to work on together, and I'll get you all the details! www.MembershipMultipliers.com

