HIGH TICKET MARKETING

Get More LEADS And Convert Them to Sales

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Downloadable Resources

www.MembershipMultipliers.com/highticketmarketing

OVERVIEW

Welcome & Introductions

Get More LEADS

LEARN who your ideal prospective member is.

EXPAND your list of prospects.

ATTRACT your prospects toward next steps and convert to a lead.

DRIVE the lead to a decision.

SIGN-UP for your high-ticket offer.

LEARN

who your ideal prospective member is

BACK TO THE BASICS

"This is a football."

- Vince Lombardi

1961 Training Camp

Each player learned how to block and how to tackle.

It's said that Vince opened up the playbook and began reading it from page one.

That season the team would go on to win the NFL Championship.

Do Not Skip This Step

- You will sell less of your high ticket offer if you don't discover your ideal prospective members.
- You will doubt your high ticket offer instead of doubting your prospect.
- You will waste thousands of dollars on marketing that doesn't work.

When You Identify Who Your Ideal Prospective Member Is:

- The time from prospect to lead to member is SHORTER.
- They'll stay LONGER.
- Members will ENGAGE more.
- They'll be EXCITED for their membership.
- Will ACHIEVE the outcome your membership provides.

THE DIFFERENCE BETWEEN YOUR NICHE, A PROSPECT AND A LEAD

NICHE

Is the group of prospects that you're going to target with your high-ticket offer.
This is your group of prospects.

What niche are going to target?
Can you narrow your niche?
"The riches are in the niches."

The more targeted your niche, the more likely you can create an even higher ticket offer.

PROSPECT

This is the "who" in your niche that going to target with your high-ticket offer.

- What do they look like?
- What do they desire?
- What do they fear?

The more you understand your prospect, the more effective your marketing will be to convert them to a lead.

LEAD

This is the prospect who has expressed an interest in your high-ticket offer.

- How can you get them to show interest?
- What does that interest look like?
- How can I make the right offer to them?

The more attractive the offer the greater the conversion.
The more attractive you make your marketing, the more leads will convert to a sale.

CREATING AN IDEAL MEMBER PROFILE

1. Make a list of your ten favorite clients.

2. What do you know about them?

3. What do they have in common?

4. What is it about them that you enjoy most when working with them?

5. How have you been able to help them get the outcome they desire?

GIVE THEM A NAME AND PERSONA

“Multiplier Mike”

“Multiplier Mary”

DEMOGRAPHIC

- The ideal member is a business coach or an entrepreneur who has a successful business and desires to coach others or lead a mastermind. If they're already a business coach, they're between 1-5 million in revenue and are looking to grow. If they're an entrepreneur who has a successful business and is looking to coach others, the size of their current business is well beyond 1 million in revenue.

- The typical right-fit coach has less than five employees, no real marketing team and is focused on delivery.

- The business coach is typically between 40-55 years old and is marketing-savvy, comfortable with digital tools, and understands the value of direct response marketing.

- They're primarily located in the United States and have a higher education. Many may have an education in a professional service or are viewed as an authority in a specific niche.

- Online Marketing is the main channel to generate leads and sales for their high ticket offer.

PSYCHOGRAPHIC

- They have a desire to make an impact through their business. They even have a method or formula by which they measure and track their impact on other people's lives.

- They are busy, and often need help with the multiple facets of running a business. They value tools and services that can help them get more members, increase their retention, train their team and work more efficiently.

- They believe in constant and never-ending improvement. They're always looking to learn from others and apply what they learn to their business.

- They are interested in creating greater value for their members. Often times they'll not only take what they've learned and apply it to their business but then they'll share it with their members. This keeps them as a "thought leader" and innovator in their coaching business.

- They understand that trust is crucial to business and is built with a high frequency of positive interactions.

- They’re a genius at their coaching or methodology but also lack the understanding of how to scale their business.

BEHAVORIAL

- They already have an existing email list but may not be leveraging it effectively due to lack of time, resources, or even know-how.

- They are willing to invest heavily in solutions that can improve their business operations and boost their coaching business.

- They regularly search for ways to optimize their business, whether it's attending webinars, masterminds, or reading books/articles/blogs about industry trends and best practices.

- They are currently involved in a mastermind group or some sort of coaching program that they seek to not only grow from but also model for their business. They may even be involved in multiple groups at one time.

- They have a tendency to create more content, tools or resources for their members believing that will solve their sales and retention issues.

BUSINESS NEEDS

- They want to increase the number of new members every month but lack the marketing tools to do so.

- They desire to have a sales system that doesn't depend on them to do the selling. Even though no one can sell their high ticket offer better than they can, they still want to have a sales system that isn't 100% dependent upon them.

- They desire to improve their membership engagement and increase retention but lack a framework to make it happen without also increasing their costs.

- They need a solution to scale their business to the next level. They've found that the model that got them where they are isn't going to take them to the next level.

- They need their staff to be trained but don't have the knowledge or time available to do so.

PAIN POINTS

- They have difficulty maintaining a regular marketing schedule which may be affecting their lead generation efforts and new member sign ups.

- They find it challenging to scale their business and all that comes with it (like staffing, managing team members, be the visionary, fulfilling on coaching and leading members) while at the same time produce content, events webinars, masterclasses and masterminds for their members.

- They hate seeing members cancel. They know it's part of running a coaching business, but it's painful when they see someone who they invested in cancel their membership.

- They know they can reach so many more people but don't have clarity as to how to make it happen or why it's not already happening given the quality of what they provide is so good.

IDEAL MEMBER EXAMPLES

1. Thought Leaders:
Coaches, mastermind leaders, authors and other thought leaders who drive income from things like events, webinars, creating online content, selling online courses, and doing group or 1:1 coaching. They have a proven track record of helping other succeed. They may have a framework or multiple frameworks that they give to members to help them get their desired outcome.

2. Professional Services:
This could include dentists, doctors, lawyers, real estate investors or service businesses where they've already succeeded in growing their current business and desire to create a new business helping others in their niche. They see the potential of impacting others and creating recurring revenue from a high ticket membership offer.

POOR FIT MEMBER EXAMPLES

1. Businesses without an existing email list:

Even those who are looking to start coaching as a result of their current success have been gathering a list of people to whom they can potentially impact.

2. Memberships that can't sustain a high ticket offer:

There are some niches that are unable to have high ticket offers. Scott's focus is on creating, launching and scaling a high ticket offers.

3. Coaches who have no success:

If a coach desires to coach others and lacks the previous success in their own business, lacks content or the knowledge of what to coach members on, then they're not a right fit. Scott's right-fit members have no shortage of content. If anything they're over leveraging their content causing confusion for members.

4. Businesses who don’t have a bigger picture:

Everything in your coaching business is either to serve more members or to serve members better. If your membership fees don’t correlate to the value you provide for your members, then we’re not a right fit. Successful coaches and clients of Scott continually look to over deliver in correlation to the recurring investment that members make.

5. Businesses with a limited budget:

If a business cannot afford the investment, which could be significant, especially for start-ups without investment capital, smaller businesses, or solo creators, they would not be a good fit. The business should be able to see a value proposition of just one to two members on recurring revenue would more than cover the investment to hire Scott.

SAMPLE PROFILES

MEMBERSHIP MULTIPLIERS

Fictional Name: “Multiplier Mike” “Multiplier Mary”

Membership Multipliers Ideal Member Profile

Demographic Information:

- The ideal member is a business coach or an entrepreneur who has a successful business and desires to coach others or lead a mastermind. If they’re already a business coach, they’re between 1-5 million in revenue and are looking to grow. If they’re an entrepreneur who has a successful business and is looking to coach others, the size of their current business is well beyond 1 million in revenue.
- The typical right-fit coach has less than five employees, no real marketing team and is focused on delivery.
- The business coach is typically between 40-60 years old and is marketing-savvy, comfortable with digital tools, and understands the value of direct response marketing.
- They’re primarily located in the United States and have a higher education. Many may have an education in a professional service or are viewed as an authority in a specific niche.
- Online Marketing is the main channel to generate leads and sales for their high ticket offer.

Psychographic Information:

- They have a desire to make an impact through their business. They even have a method or formula by which they measure and tracking their impact on other people’s lives.
- They are busy, and often need help with the multiple facets of running a business. They value tools and services that can help them get more members, increase their retention, train their team and work more efficiently.
- They believe in constant and never-ending improvement. They’re always looking to learn from others and apply what they learn to their business.
- They are interested in creating greater value for their members. Often times they’ll not only take what they’ve learned and apply it to their business but then they’ll

share it with their members. This keeps them as a “thought leader” and innovator in their coaching business.

- They understand that trust is crucial to business and is built with a high frequency of positive interactions.
- They’re a genius at their coaching or methodology but also lack the understanding of how to scale their business.

Behavioral Information:

- They already have an existing email list but may not be leveraging it effectively due to lack of time, resources, or even know-how.
- They are willing to invest heavily in solutions that can improve their business operations and boost their coaching business.
- They regularly search for ways to optimize their business, whether it's attending webinars, masterminds, or reading books/articles/blogs about industry trends and best practices.
- They are currently involved in a mastermind group or some sort of coaching program that they seek to not only grow from but also model for their business. They may even be involved in multiple groups at one time.
- They have a tendency to create more content, tools or resources for their members believing that will solve their sales and retention issues.

Business Needs:

- They want to increase the number of new members every month but lack the marketing tools to do so.
- They desire to have a sales system that doesn’t depend on them to do the selling. Even though no one can sell their high ticket offer better than they can, they still want to have a sales system that isn’t 100% dependent upon them.
- They desire to improve their membership engagement and increase retention but lack a framework to make it happen without also increasing their costs.
- They need a solution to scale their business to the next level. They’ve found that the model that got them where they are isn’t going to take them to the next level.
- They need their staff to be trained but don’t have the knowledge or time available to do so.

Pain Points:

- They have difficulty maintaining a regular marketing schedule which may be affecting their lead generation efforts and new member sign ups.
- They find it challenging to scale their business and all that comes with it (like staffing, managing team members, be the visionary, fulfilling on coaching and leading members) while at the same time produce content, events, webinars, masterclasses and masterminds for their members.
- They hate seeing members cancel. They know it's part of running a coaching business, but it's painful when they see someone who they invested in cancel their membership.
- They know they can reach so many more people but don't have clarity as to how to make it happen or why it's not already happening given the quality of "the what" they provide is so good.

Ideal Member Examples

Here are several example industries and specific business types that fit the described profile for Membership Multipliers:

1. **Thought Leaders**: Coaches, mastermind leaders, authors and other thought leaders who drive income from things like events, webinars, creating online content, selling online courses, and doing group or 1:1 coaching. They have a proven track record of helping others succeed. They may have a framework or multiple frameworks that they give to members to help them get their desired outcome.
2. **Professional Services:** This could include dentists, doctors, lawyers, real estate investors or service businesses where they've already succeeded in growing their current business and desire to create a new business helping others in their niche. They see the potential of impacting others and creating recurring revenue from a high ticket membership offer.

Poor Fit Member Examples

Who is NOT a good fit for Membership Multipliers? Here are several example industries and specific business types that do not fit the ideal customer profile:

1. **Businesses without an existing email list:** Even those who are looking to start coaching as a result of their current success have been gathering a list of people to whom they can potentially impact.
2. **Memberships that can't sustain a high ticket offer:** There are some niches that are unable to have high ticket offers. Scott's focus is on creating, launching and scaling a high ticket offers.
3. **Coaches who have no success:** If a coach desires to coach others and lacks the previous success in their own business, lacks content or the knowledge of what to coach members on, then they're not a right fit. Scott's right-fit members have no shortage of content. If anything they're over leveraging their content causing confusion for members.
4. **Businesses who don't have a bigger picture:** Everything in your coaching business is either to serve more members or to serve members better. If your membership fees don't correlate to the value you provide for your members, then we're not a right fit. Successful coaches and clients of Scott continually look to over deliver in correlation to the recurring investment that members make.
5. **Businesses with a limited budget:** If a business cannot afford the investment, which could be significant, especially for start-ups without investment capital, smaller businesses, or solo creators, they would not be a good fit. The business should be able to see a value proposition of just one to two members on recurring revenue would more than cover the investment to hire Scott.

CHILD CARE SUCCESS ACADEMY

Launch Track - Start-Up Susie (Start-Up Steven)

Start-Up Susie is excited AND scared! She has always dreamed of owning her own preschool or child care business! Susie has a dream, but she needs help turning her dream into a reality. Susie has done some research on her market, but she's still feeling uncertain that her new daycare center will be a success. She needs help with financing, licensing, center design, and a pre-opening marketing plan so she can open with enrollment income on day one. She's also nervous about finding the right "A-player" teaching team that can help her bring her dreams to fruition, so she needs a proven roadmap for hiring and strong leadership.

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

- You are a future owner in start-up mode with no current revenue or enrollment OR you are a home daycare provider who wants to launch a center in the next 12 months
- You have opened a small center or home-based program (under 30 students) in the last 6 months and are struggling to survive
- You need direction with business planning, site selection, financing, and center design
- You need help with a marketing plan to so you can open your school with income on day one, or add more students to your struggling school
- You need help hiring a rock-solid team that will help you achieve your vision

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

1. **Business Planning & Financing Guidance** - You may have started your business plan but your vision isn't fully clarified, and you need help focusing on what's really important in your plan. You need to obtain funding but aren't sure where to start. You need help understanding the pockets of opportunity in your market, so you can choose the right location and negotiate well during the purchase. If you are already operating, you may need help managing your cash flow and building business credit.

2. **Marketing & Enrollment Strategies** - You need to focus on opening your school with a healthy enrollment revenue coming in from day one, which only happens when you have a strong pre-opening marketing plan in place. You need every cent of revenue coming in to meet expenses and hire more staff.

3. **A Roadmap For Hiring & Onboarding Quality Team Members** - You need help finding the best teachers and caregivers, but are struggling to get enough applicants. When you do find a great candidate, you don't have a repeatable system for onboarding them.

Growth Track - Survival Sally (Survival Sam)

Survival Sally (or Sam) 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, covering classrooms, 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 at least 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 underwater 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 tend to have revenues in the range of $300K - $900K

What You Need Most Right Now:

1. **Revenue Growth & Stability.** Your enrollment is likely less than 70% to capacity, or it has large fluctuations, so you are often (or always) worried about cash flow and covering your expenses. You need to focus on revenue first, so you can get out of survival mode, and into thrive mode. The way to do this is through the proven, repeatable enrollment and marketing system based on the Kris Murray methodology.

2. **Basic Financial Management Skills.** You may have a "head in the sand" mentality around business finances. You're probably not reviewing and understanding your financials consistently, if at all. You need financial benchmarks and easy-to-understand "financial 101" training so you can manage cash flow and take a consistent paycheck. We'll work with you to develop monthly financials and understand how to make decisions from them.

3. **Better Staff Attendance, Retention, and Motivation.** You try to be a good leader but sometimes it's incredibly frustrating dealing with staff. Call-outs and illness are often killing your productivity. Every time a teacher quits, it causes stress and heartburn because you have to spend time in the classroom covering ratio. We'll

give you the foundational path for putting building blocks in place to shift your culture and hire more A-Players who stay.

Freedom Track - Multiplier Mary (Multiplier Mike)

Multiplier Mary (or Mike)
Multiplier Mary is feeling drained or downright exhausted by her business, and she may even be thinking about selling it. She's making decent money and gains a high level of satisfaction serving children and families. Yet, she's still working too much in the day to day operations of the business, and not taking enough time off to re-charge. She may have recently expanded to a 2nd or 3rd location and is feeling burnt out. She needs to create repeatable SYSTEMS in her business and focus on her leadership strengths. She needs to find new sources of revenue to allow her to hire more administrators or an executive assistant, so she can reduce her workload. She yearns to take a true vacation away from her business and not worry about what she'll find when she returns.

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 staff 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
- You desperately want the business to operate without you so you can break free and get your life back
- You tend to have 2-3 locations (or one large school) and revenues of $750K-$2MM

What You Need Most Right Now:

1. **Delegation, Automation, and Systems.** The Freedom Track is all about FOCUS and systems. You will gain the ability to work ON the business and leading it to the next level, rather than fighting fires and working IN the business. To do this, you must sharpen your ability to delegate, automate, and develop systems in the business. We'll help you develop core processes and hold your team accountable to results.

2. **Culture of Excellence and Collaboration.** Culture is everything when it comes to your ability to delegate to an empowered team who are excited to help you achieve your vision in your company. We'll show you AND your admin team how to develop this positive and collaborative culture — by building assets for hiring, onboarding, training, leadership, and quickly letting go of toxic staff who are no longer serving your program.

3. **Full Enrollment Formula.** You've already got stable income and your enrollment is likely higher than 70% to capacity. However, you're still leaving revenue and profit margin on the table. We'll train your team on Kris Murray phone, tour, and follow up

skills so you'll pick up that income which can help you hire more admin staff to ease the workload, or bring more income to your personal wealth account.

Empire Track - Empire Ellie (Empire Ed)

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:

1. **Empire Mindset to Focus On Your Dreams**. Kris Murray will work with you to identify your 3-year dream plan as well as your 10-year vision. You need a checklist to make sure your business is structured properly to achieve your dreams in the time frame you want. When you have clarity on your "gaps" you can make progress on your dreams much more effectively and quickly.

2. **Expansion Roadmap and Deal Evaluation.** You want to go after your dreams but you may not have the advisory team, confidence, or tools in place to assess different deals and opportunities that come your way. We'll help you understand how to evaluate deals, perform high-level negotiation, build your dream team of advisors, and be more confident on your path to wealth and living your dreams fully.

3. **Advanced Business Metrics and Marketing**. You need more advanced marketing to compete with the large chains and other players in your market. You also need to be measuring advanced KPI's (key performance indicators) in your business to give you clarity if you need to pivot or make a move.

EXPAND

your list of prospects.

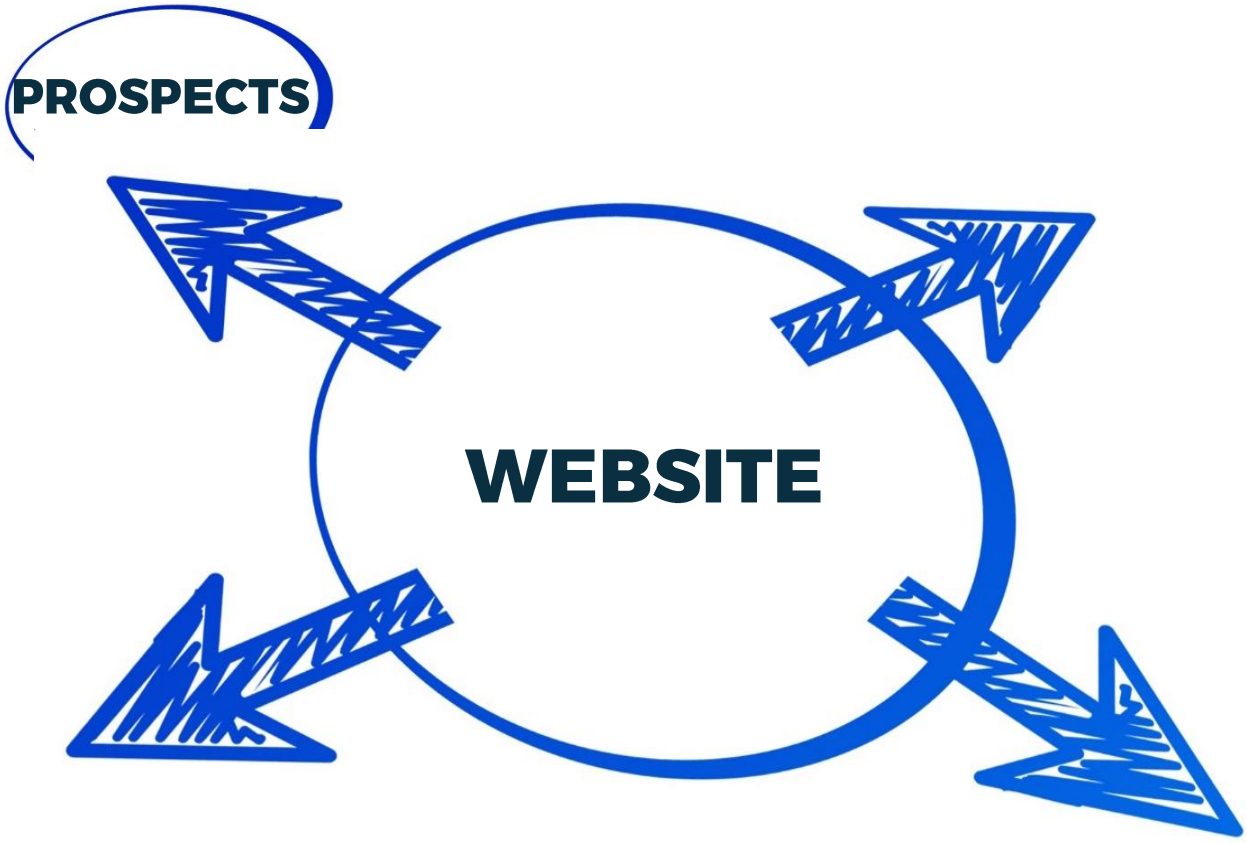
FAITHFUL WITH THE FEW

How many prospects do you have right now?

When is the last time you sent them an email?

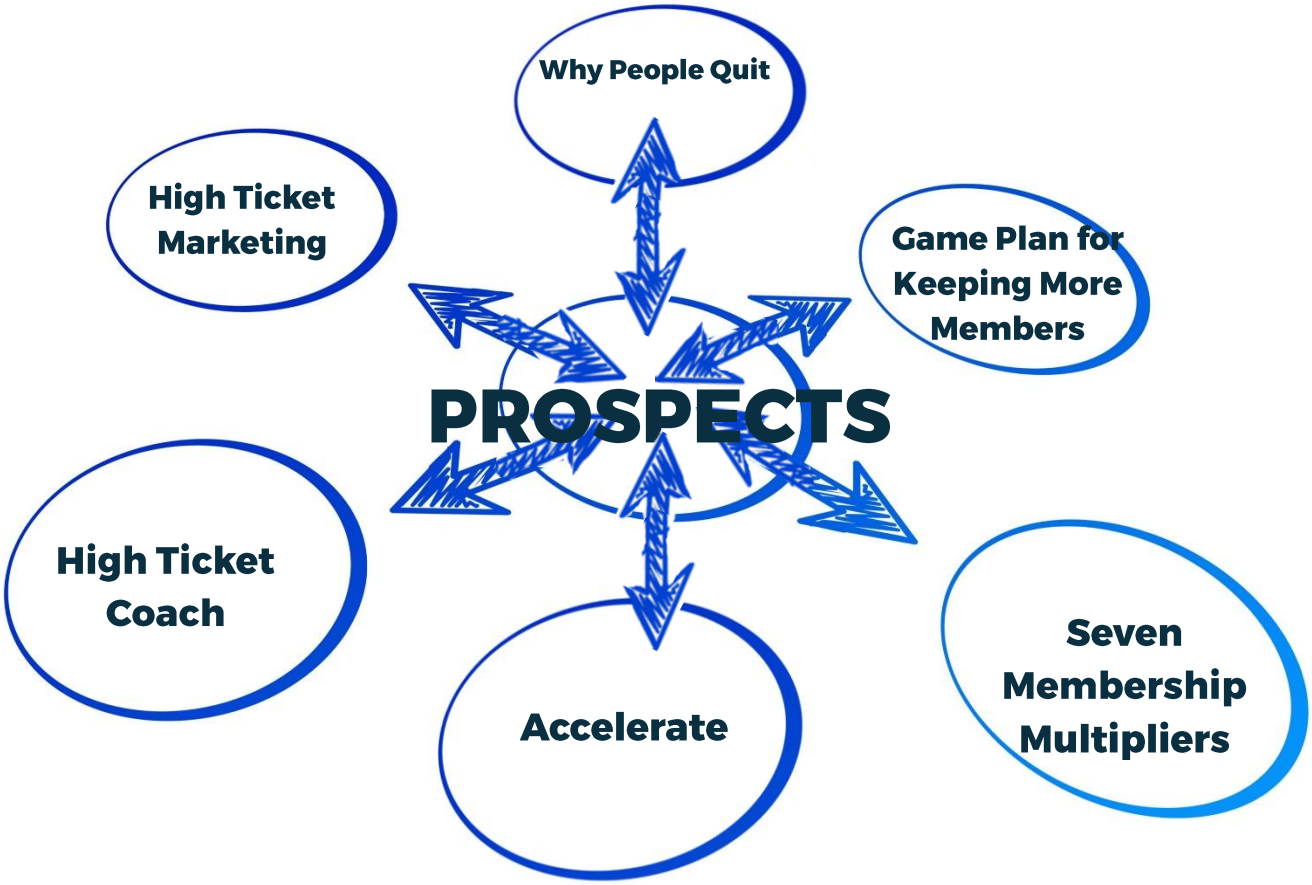
You have to be faithful with the few so that you can be given much more.

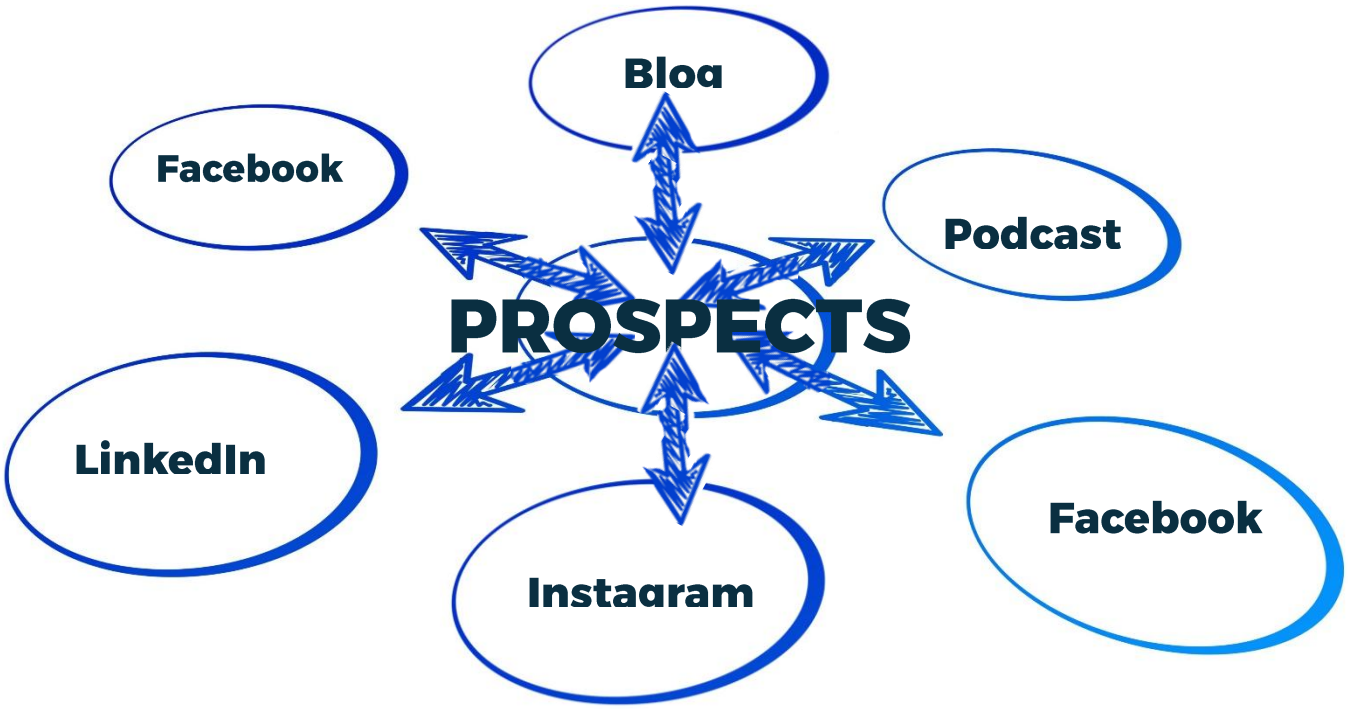
OLD MODEL

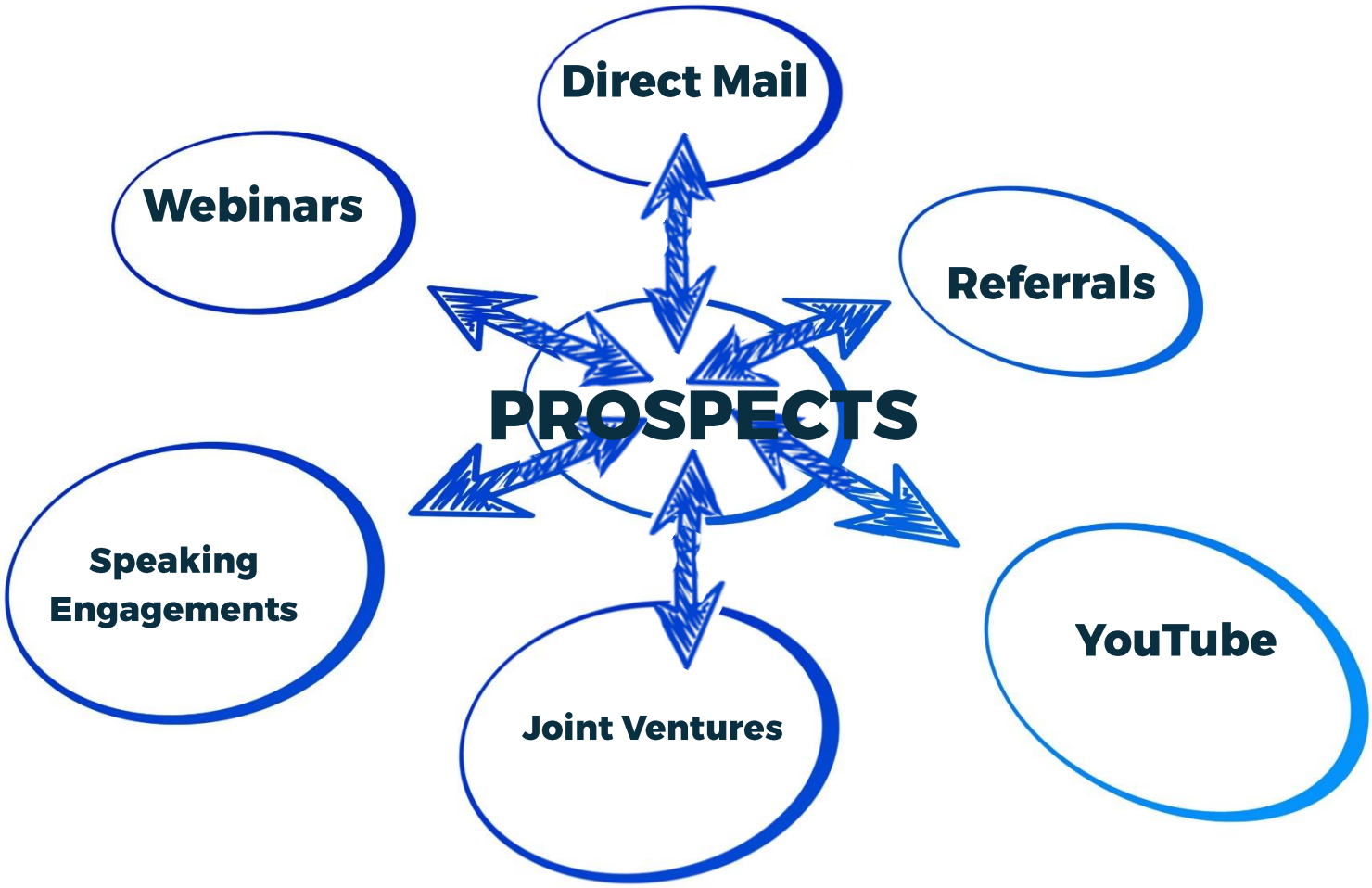


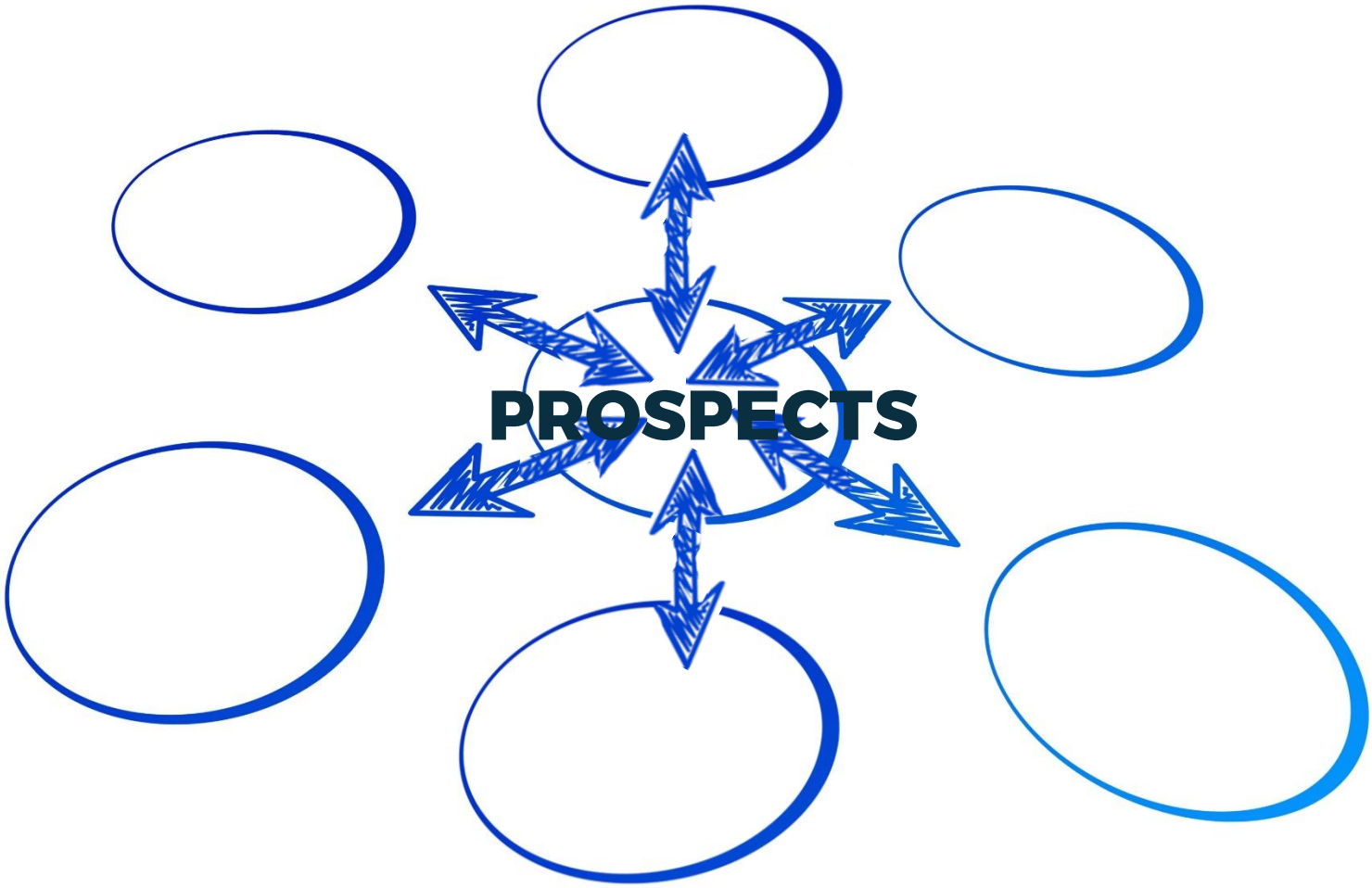
NEW MODEL




Why People Quit
High Ticket Marketing
Game Plan for Keeping More Members
PROSPECTS
High Ticket Coach
Accelerate
Seven Membership Multipliers


Blog
Facebook
Podcast
PROSPECTS
LinkedIn
Facebook
Instagram


Direct Mail
Webinars
Referrals
PROSPECTS
Speaking Engagements
YouTube
Joint Ventures



The goal is to get prospects while you sleep!

CREATING THE ULTIMATE PROSPECT ATTRACTION TOOL

"Personally, I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms."

- Dale Carnegie

- Provides value to prospects in advance of joining your high ticket membership offer
- Shows that you are an expert in your field (even if you don’t believe you are!)
- Meets a “felt-need” that your prospects want met
- Attracts the RIGHT prospect and repels the WRONG prospect

TYPES OF PROSPECT ATTRACTION TOOLS

- PDF (E-book or “Digital Book”)
- Cheat sheets
- Strategy guide
- Blogs
- Articles
- Transcripts
- PowerPoint files

ADVANCED TYPES of Prospect Attraction Tools

- Webinars
- Videos – FB Live
- Books
- Podcast
- Events

Don’t Want to Call It What It Is

- Give it a title that will get them interested
- People are attracted to pleasure and repelled by pain
- WIIFM – “What’s In It For Me?”


Free Strategy Guide:
SEVEN MEMBERSHIP MULTIPLIERS
Get New Members, Increase Retention, and Multiply Your Money
WWW.MEMBERSHIPMULTIPLIERS.COM
Use This Digital Book To Super Charge The Growth Of Your Membership...
Finish Claiming Your Free Digital Book
(Without Wasting Time Or Money On Pointless Ads)


Free Game Plan:
A Proven Game Plan for Keeping More High-Ticket Members
WWW.MEMBERSHIPMULTIPLIERS.COM
Grab This Simple Plan To Triple Your Client Retention Rates, Explode Your Monthly Recurring Revenue, And Create Life-Long Raving Fans!
What Type Of Business Are You?
Coach/Consultant
Get Your Free Game Plan
(Simple Steps Any Coach Can Use To Increase Retention and Monthly Revenue!)

Free Strategy Guide:



Use This Digital Book To Keep People From Cancelling Your Membership and Increase Your Retention

Finish Claiming Your Free Digital Book

(Simple Steps Anyone Can Use To Increase Retention and Keep More Members!)



HOW TO GET YOUR NEXT 10, 100, 500 OR EVEN 1,000 MEMBERS…

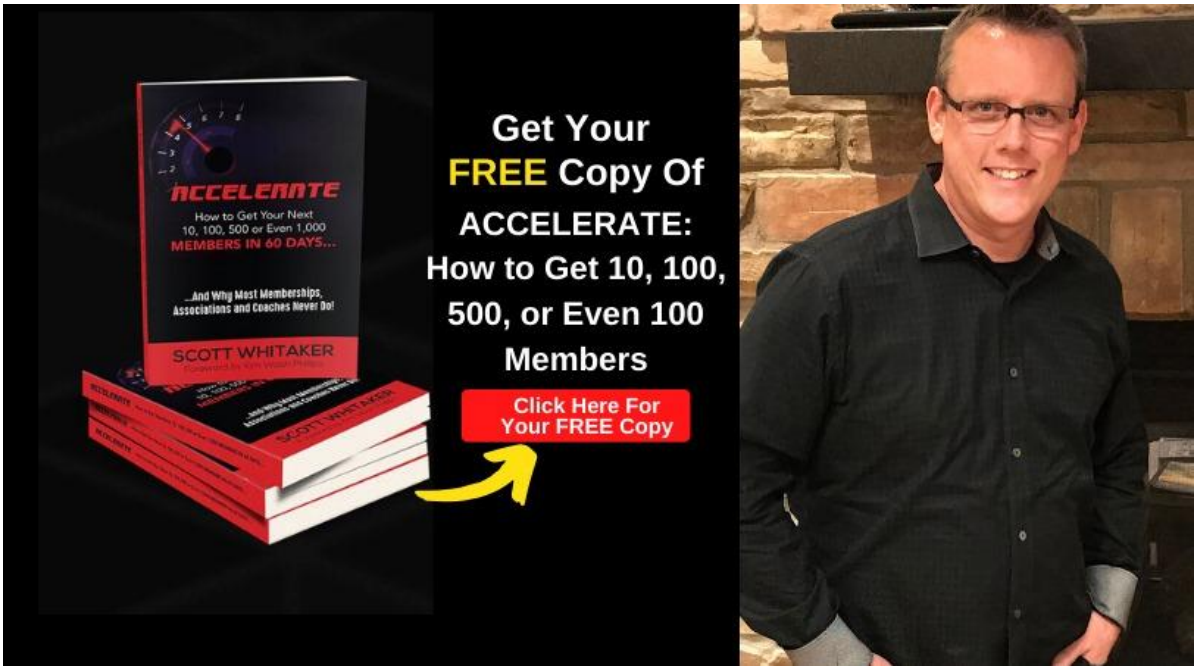
And My Best Kept Secrets In Keeping Them Paying For YEARS To Come.

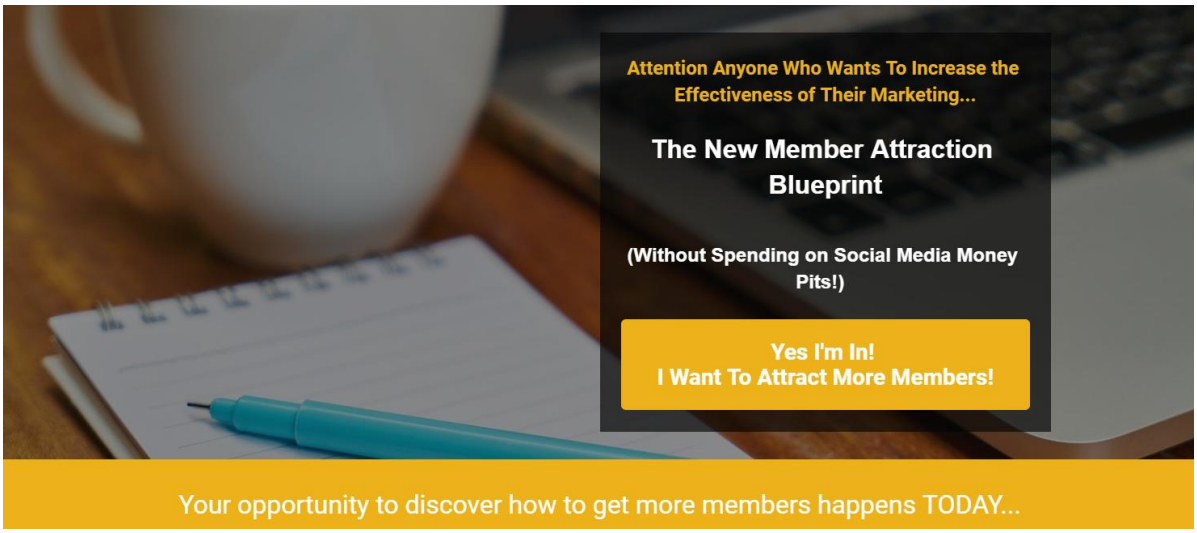


3 EASY STEPS TO CLAIM YOUR FREE BOOK BELOW!

Step 1:
Enter Your Name & Email

Finish Claiming Your Free Book




Attention Anyone Who Wants To Increase the Effectiveness of Their Marketing...
The New Member Attraction Blueprint
(Without Spending on Social Media Money Pits!)
Yes I'm In!
I Want To Attract More Members!
Your opportunity to discover how to get more members happens TODAY...



"My Close Rate Jumped 90%!" - Neil G.

The Blue Collar Success Group® Is Giving Away Their Highly Successful

12-Steps To The Ultimate Client Experience: The Fool-Proof Guide To Creating Positive Interactions Between You & Your Clients!



Enter Your Information Below To Claim Your FREE Copy of "12-Steps To The Ultimate Client Experience™" Plus Video Of How To Use It

Your First Name Here...

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Download Now!

Please Allow Up To An Hour For Delivery Of The 12 Steps Strategy Guide To Show Up In Your Inbox. Also, be sure to check your spam folder, just in case.

Your Information is 100% Secure And Will Never Be Shared With Anyone.


Free Strategy Guide:
2023
THE 3 BIGGEST MISTAKES DENTISTS MAKE WITH 3D PRINTING & HOW TO AVOID THEM
DR CHRIS GRIFFIN, DDS
Discover How to Save Money, Improve Patient Care, and Create More Free Time To Do The Things You Love
Grab This Strategy Guide To Discover How To Save Money, Improve Patient Care, And Create More Free Time To Do The Things You Love!
Your First Name Here...
Your Last Name Here...
Your Email Address Here...
Get Your Free Strategy Guide
(Simple Steps Any Dentist Can Use To Increase Monthly Revenue!)

HOW TO GET STARTED

- What are three common questions current members are asking?

- Go to your current prospects and ask (give them a choice -> "What's your biggest challenge "A" or "B"

- Go to your social media and ask

Creative Title Ideas

- Top Ten List
- Strategy Guide
- Blueprint
- How To…
- Why _____ & What You Can Do About It
- Ultimate Checklist

How Do I Know it Will ATTRACT

Once you create it, invite your current audience to get it first.

If they like it -> future prospects will like it!

YOUR PROSPECT ATTRACTION TOOL CHECKLIST:

1. Ask your audience what their biggest challenge is.

2. Write a brief article, strategy guide or checklist about that topic.

3. Give it a “WIIFM” title.

4. Give it a cover art and convert to a PDF.

5. Add it to your website and watch the prospects flow in!

COMMON MISTAKES

- Paralysis by analysis
- Implement one Prospect Attraction Tool at a time (FOCUS – Follow One Course Until Success)
- Keep the hooks in the water
- Once you have your prospects, build your relationship with them and then invite them to membership.

USING SOCIAL MEDIA TO GET MORE PROSPECTS (WITHOUT PAID ADS)

YOUR PROFILE

1. Have a separate business page from your personal profile.

2. Update your banner to include a call to action.

3. Update your “About” section.

TEN DIFFERENT POSTS THAT WILL GET PEOPLE TO LIKE, SHARE AND TAKE ACTION

1. The quote
2. The announcement
3. The question
4. The invite
5. The give away
6. The "share" post (other people's content)
7. The poll
8. The "social post" (like, comment or share)
9. The personal post

Additional Ways to Promote Your Membership For FREE!

Create an Event

Facebook Live

Scheduled post (free on Facebook)

Create a Facebook Group

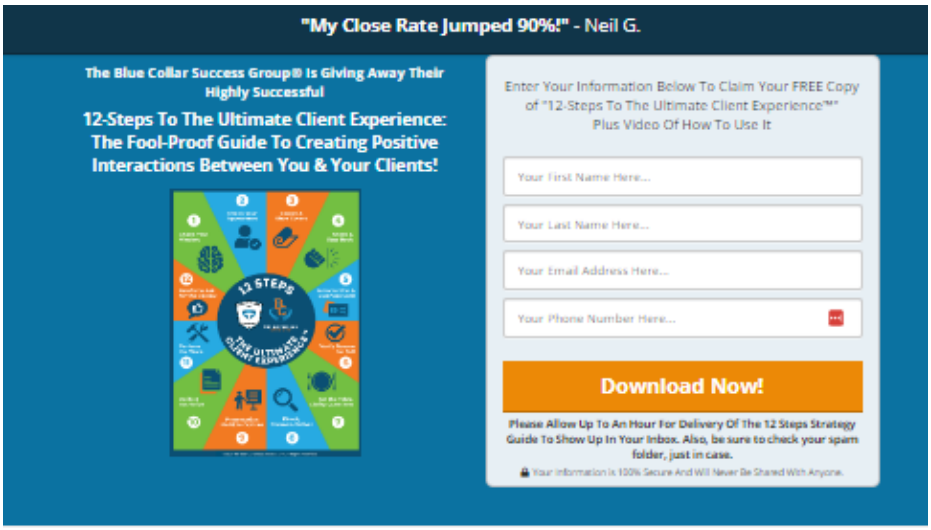
MARKETING THAT PAYS YOU FIRST

Step 1: Free Resource

Step 2: Make an Offer

Step 3: Promote that Resource to your list

Free Resource Opt-In Page



Giving your clients the best experience possible is the difference between one-off jobs and a life-time client that refers all of their family and friends. **This guide will teach you the 12 steps you need to take to ensure that all of your clients LOVE working with you.**

What this short guide will teach you:
The 6 Most Important Tips For An Amazing Client Experience Covered In This Quick Read Of A Guide:

- How To Prepare Yourself To Provide The Best Experience Possible
- How To Nail That First Impression When They Open The Door
- How To Properly Introduce Yourself To Establish Trust
- How To Use Clarity Questions To Take Control
- How To Present Multiple Options Without Sounding Salesy
- How To Ask For The Review With No Awkwardness

Plus, we give you even more tips and tricks to ensure your client interactions leave a positive impression!



When it comes to client satisfaction, knowing exactly how to please your clients, and how to train your team to perform at their best, can be a headache. **Take a shortcut to success with our proven 12 step process that will get you 5-star reviews and tons of referalls over and over again!**

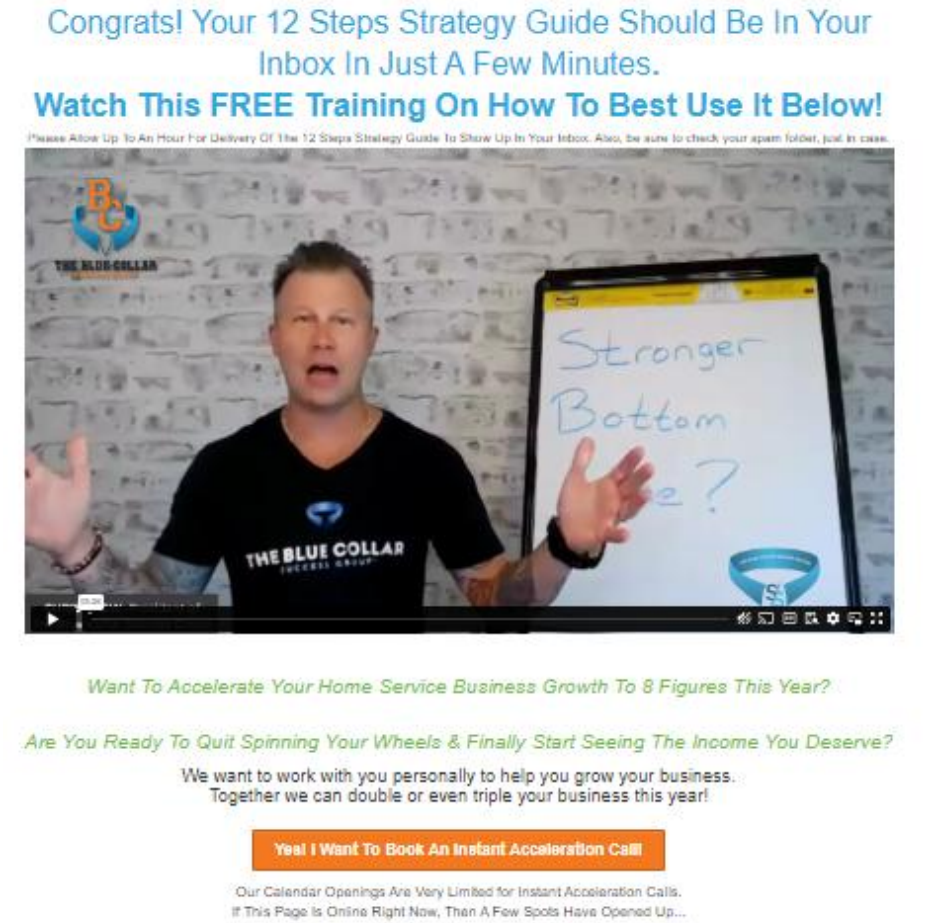
This FREE guide will help you make the absolute best impression on your clients!

About The Blue Collar Success Group
The Blue Collar Success Group's team of trainers, business coaches, marketing experts, entrepreneurs, leaders, and innovators create a community of knowledge, support, and revenue-generating processes. We offer both live and online training & events designed to instill confidence and competence in you and your

What Our Members Are Saying:

"Since going through Blue Collar's training, my closing rate has jumped to over 90%! Before, I concentrated on closing techniques. Now I concentrate on creating the relationship. When you create the relationship, the sale is just a byproduct."
Neil G

Immediate Offer



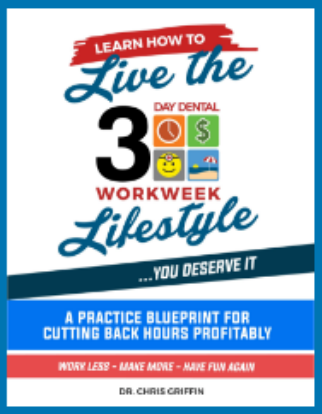


We picked up more leads in the last 30 days than we did in the last eight months!

Chris Crew,
President of Blue Collar Success Group

Free Resource Opt-In Page

Free Strategy Guide:



Grab This Strategy Guide To Discover How To Only Work 3 Days A Week While Increasing Your Monthly Revenue!

Your First Name Here...

Your Last Name Here...

Your Email Address Here...

Get Your Free Strategy Guide

(Simple Steps Any Dentist Can Use To Work Less & Earn More!)

Inside Live The 3 Day Dental Workweek Lifestyle, You'll Learn My Most Closely Guarded Secrets For Growing Your Practice While Working Less, Like...

- ✅ How To Get Your Patients To Love Your New Schedule (And Even Thank You For Making The Switch)
- ✅ The Essential Changes You MUST Make In Order For The 3 Day Workweek To Be Profitable
- ✅ The #1 Thing That Will Get Your Staff Onboard And Even Have Them Jumping Up & Down From Excitement!
- ✅ How To Break The Limiting Belief That's Keeping You From Seeing Success In Your Practice
- ✅ Why Working 3 Days A Week Will Actually Unlock Your Practice's Profit Potential While Giving You More Time To Enjoy Doing What You Love

...And So Much More!

What Others Are Saying About Dr. Griffin:

"I'll be able to implement scores of new ideas into my practice as a result of soaking up all the gems displayed."
-Dr. Bill Williams, Suwanee, GA

"After thousands of hours of CE this is the best. Best organized, great material. Others should study your events."
-Dr. Roy Wrather – Covington, TN

"If you want to learn how to be efficient, this is the place to be. It's all about systems. Chris is a phenomenal operator, but it's about the systems. It's not about Chris. I'd recommend it to anyone, anytime."
-Dr. King Campbell - Pagosa Springs, CO

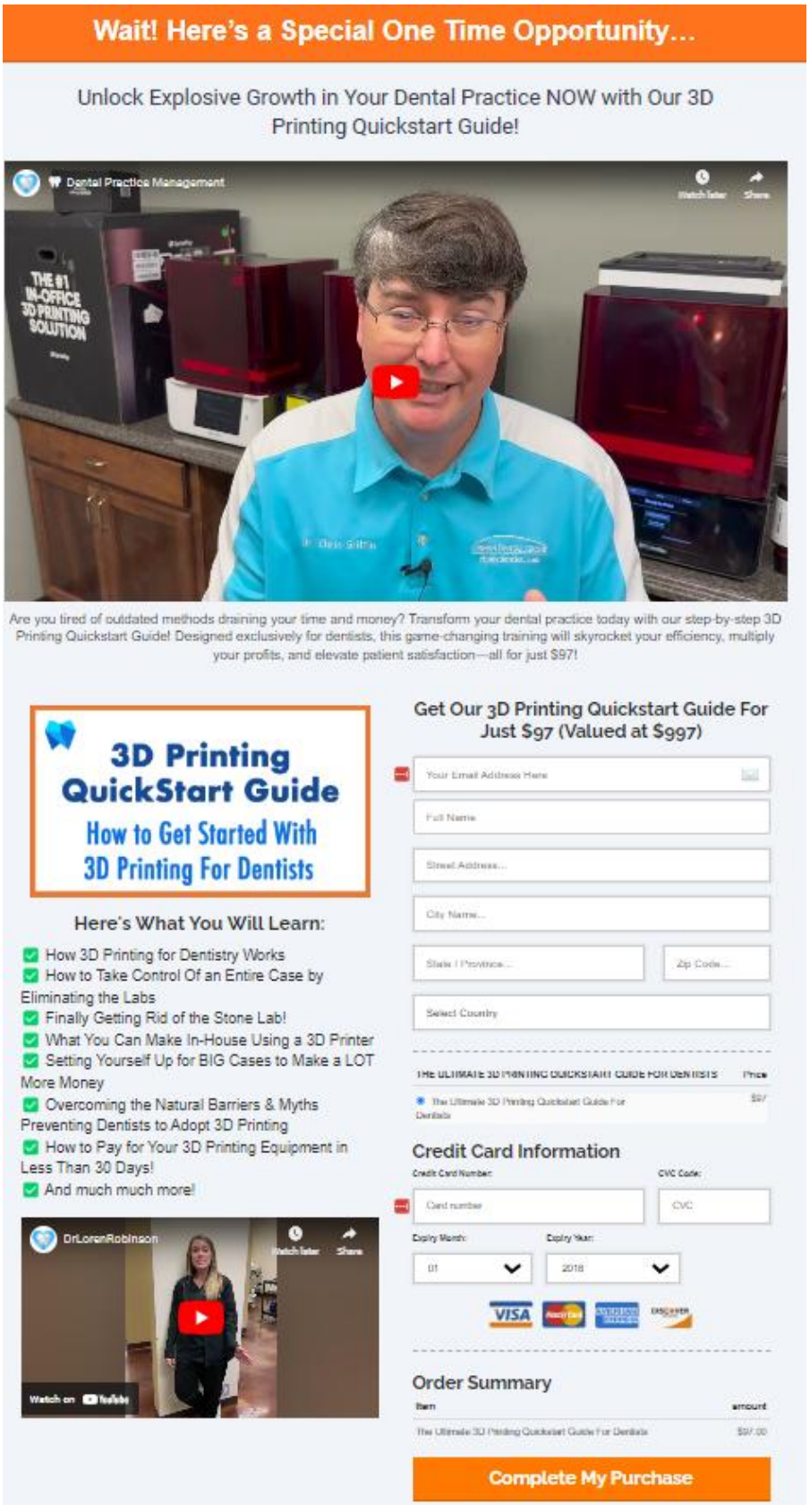
"Thanks to Dr. Griffin, I am now excited about dentistry again and cannot wait to see what tomorrow may bring!"
-Dr. Brian Rhoads - West Memphis, AR

Finish Claiming Your Free Strategy Guide

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Immediate Offer



Metrics:

Cost per day - $50

Total Spent - $2,700

Total opt-ins - 238

Cost per opt-in - $19

Immediate Offer - $97

Income from the immediate offer - $4,656

Income from Live Event - $4,994

Income from course - $6,085

Total Income Generated: $15,735

Total Spent: $2,700

Net: $13,035

WHAT GETS MEASURED GETS MANAGED

"But don't begin until you count the cost. For who would begin construction of a building without first calculating the cost to see if there is enough money to finish it? Otherwise, you might complete only the foundation before running out of money, and then everyone would laugh at you. They would say, 'There's the person who started that building and couldn't afford to finish it!'

What prospect attraction tool drives the best quality prospects?

Cost to get a prospect?

What is the length of time to convert from prospect to sale?

Cost to get a sale?

Lifetime value?

Ultimately the business that spends the most to acquire a customer wins.

- Dan Kennedy

The business that spends the most to acquire a customer while at the same time increasing their customer lifetime value wins.

- Scott Whitaker

ATTRACT

your prospects toward next steps and convert to a lead.

EMAIL MARKETING ESSENTIALS AND BLUEPRINT

WHAT ARE THE ESSENTIAL PARTS OF YOUR EMAIL?

1. Sender Name & Email

Don’t use info@

Use a real person

2. Subject line

Use short subject lines

I suggest lower case formatting

3. Preview text

4. Greeting

5. Email Content -

6. Sign off

7. Signature block

8. P.S. and possible P.P.S

WHAT IS THE ESSENTIAL PURPOSE OF YOUR EMAIL?

1. Promote the “click”

2. Build curiosity

3. Establish authority

4. Get people to know you

5. Provide “just enough” value

6. Give “just enough” details

7. Again, promote the “click”

PLANNING A PROFIT DRIVEN MARKETING CALENDAR

What's your PROFIT GOAL for next month?

How many CUSTOMERS do you want to create?

How many MEMBERS do you want to add?

What MONEY GOAL do you want to achieve?

FOUR TYPES OF EMAILS YOU SHOULD BE SENDING

Email #1: The Content Email

Why should you send it?

This email will build your authority and demonstrate that you have a membership worth giving a try.

Examples

Give away (checklist, PDF, blueprint)

Blog post

Article

Teach right inside the email

Other people’s content

Step-by-step directions

Email #2: The Soft-Pitch Email

What is it?

This email is the "content" email with a call to action for people to take a next step.

The call to action is subtle.

Why should you send it?

This email will build your authority and gives your audience a next step to take with you.

Examples

Go here to discover how you can [insert benefit].

Go here to see if and how we can work together.

(No urgency, no deadline, no bonuses.)

Email #3: The Hard-Pitch Email

What is it?

This email is all about giving people a call to action.

There is a clear call to action with a hard deadline.

Why should you send it?

This email will grow your membership, sell your events and get people to buy.

Examples

Webinar sales email

“Sale” emails

Event Promotions with Deadlines

Includes urgency, deadline and bonuses

Email #4: The Nurture Email

What is it?

This is an email where you give away a lead magnet or tool to nurture your audience.

Send this email to people who already have your lead magnet.

Why should you send it?

It helps build value with your audience before you make a pitch.

Examples

Your lead magnet

Giveaway

Webinars

Podcast

BUILDING YOUR MARKETING CALENDAR

Week 1: Content Emails

Week 2: Soft-Pitch Emails

Week 3: Nurture Emails

Week 4: Hard-Pitch Emails

Week 1: Content Email

Monday: Overview

Tuesday: Point #1

Wednesday: Point #2

Thursday: Point #3

Friday: Recap

Week 2: Hard Pitch Email

Monday: This week

Tuesday: Benefit #1

Wednesday: Benefit #2

Thursday: Benefit #3 &
Ends Tomorrow

Friday: Ends Today

Week 3: Soft Pitch Email

Monday: Content #1 + CTA

Tuesday: Content #2 + CTA

Wednesday: Content #3 + CTA

Thursday: Content #4 & + CTA

Friday: Content #5 + CTA

NOTE: You can have different CTA's

Week 4: Nurture Email

Monday: Giveaway Announcement

Tuesday: Giveaway Email #2

Wednesday: Giveaway Email #3

Thursday: Giveaway Email #4

Friday: Giveaway Email #5

CRAFTING EMAILS THAT GET OPENED, GET READ AND GET NEW MEMBERS

HOOK – Grab their attention

Quote

Question

Video

"This day in history" (www.holidayinsights.com)

On the calendar (current events)

Outrageous statement

Meme

LOOK – The body of the email

Tell the story

Tell how your hook ties to what you want to say.

Transition to your offer

"That's why you…"

BENEFIT BULLETS

Give people bullet points that are "benefit oriented."

Not "features" but rather "benefits"

Feature bullets: (actual member website)

Benefits of membership:

- Your property enrolled in our $5,000 Reward and Crime Prevention Program for information leading to the arrest and conviction of anyone breaking and entering a member's residence.
- Reduced pricing on Lakeside Address Signs
- Periodic newsletters which keep members informed of lake-related issues
- Invitation to the Association Annual Meeting
- Association member decal for car or boat
- The comfort and knowledge that LMRA is looking out for the interests of our members pertaining to the quality and quantity of water in Lake Martin.

Benefits of membership:

- Peace of mind knowing that you're in one of the safest communities in the entire state. And it's backed up with a $5,000 Reward and Crime Prevention Program.
- Member's Only discounts on signage that will save you up to $X00.00. (Most find this more than pays for their membership!)
- Continual updates so that you don't miss out on any member benefits and invitations to member's only events.
- Speaking of events, you and a guest will receive a free registration to the Annual Association Gala just for members.
- Member's Only badge so that others will know "you're one of them" and belong to an elite association.
- Comfort and knowledge that the Association is looking out for you and your quality of life.

WIIFM

The one question you must ask before hitting send:

"What's In It For Me?"

TOOK – What action do you want them to take?

Call to action

Click here to sign up now!

Click here to register!

Tap here…

Sign up at the link below:

Deadline

Hurry, this opportunity ends [insert deadline]!

Never use the word "Offer."

You provide "opportunities" not "offers."

Urgency

There are only # of spots available.

This opportunity is only available to the next # of people.

Link

Insert the link to your page.

Send them directly to the sales page (not your homepage.)

DOUBLE-CHECK before you send!

Other Keys to Writing an Effective Email:

PS

PPS

Subject line

Dual readership

Write in short sentences

Always send yourself a TEST!

Paste your email in a document and run a spell check.

GET PEOPLE TO TAKE ACTION NOW

1. Create Urgency With a Deadline

Permissions granted: Have a deadline on your membership offer.

This is NOT closing your membership.

You can create a membership offer with incentives to sign up and has a deadline.

2. Apply Scarcity

Limited number of spots available

Examples

Opening up 10 spots

Just 3 spots left

Advanced Strategy: (Only if you have more than one level of membership)

Close your membership for a brief period of time to create sales in your other membership levels.

3. Use “Fast Action” Bonuses

When you have a special offer for your membership always include bonuses.

Promote the $ amount of your bonuses

Fast Implementation Call

Outrageous gift

4. Leverage Your Guarantee

You can cancel at any time.

I’ll give you a full refund within the first 30 days.

5. Improve Your Sales Process

Have a clear “Call to Action” (CTA)

Honor your deadlines

Give people a phone number to call

Process their order FOR THEM

Follow up by email

SALES COPY TRIGGERS: A COMPLETE CHECKLIST TO CREATE MORE SALES AND MORE MEMBERS

Your Introduction and Headlines

1. Multiple headline ideas written down?
2. Do headlines reflect proper context?
3. Will an offer be in headline?
4. Will a guarantee be in headline?
5. Quotation marks around headline?
6. Is headline bolded?
7. Lead in headlines?
8. Follow on headlines?
9. Will a story or stories be used in headlines?
10. Will testimonials be part of headlines or subheads?
11. Is strongest point(s) right up front at very beginning?
12. Have you used hidden benefit in headline and/or as theme?
13. Do you bring bullets out right away?
14. Do you have one or more Unique Selling Propositions?

Explaining Your Offer

15. Is initial copy/script compelling enough to cause people to want to continue?

16. Is piece's salutation personalized, or generic? (Dear Mr. Smith vs. Dear Friend or Dear Golfer)

17. Is envelope handwritten/typed (no label) personal "A" pile mail?

18. If not handwritten personal mail, is teaser copy on both sides of envelope?

19. Does your font look as much as possible like the publication you're running in?

Using guarantees

20. Is guarantee worded in an interesting way?

21. Length of guarantee?

22. Value of guarantee?

23. Are there multiple guarantees?

24. Unconditional guarantees?

25. Conditional guarantees?

26. Satisfaction guarantees?

27. Results guarantees?

28. More than money back guarantees?

29. Will shipping/handling be refunded?

30. Keep premiums after refunding?

31. Need authorization for refund?

32. (Seminars) Less than entire seminar, "after first day" type of guarantee?

33. No guarantee?

34. Any warranty?

35. Use up product still get refund type of guarantee?

36. Prorated refund for subscriptions type of guarantee?

37. Any guarantee for free info?

38. Is guarantee stated on order device or info?

Diving into your offer

39. Does order device (form) have a headline?

40. Does offer give people opportunity to exercise power of choice? (Basic vs. deluxe, etc.)

41. Is the offer to buy or generate lead?

42. Is the offer too confusing or complicated?

43. Does the offer link product to American Dream, the big picture?

44. Does the offer promise bigger, better, more?

45. Does the offer present big ideas, big promises, big news, big pictures, big results?

46. Does the offer promise improvement over previous versions or competition?

47. Does the offer promise faster, more time, low time involved, instant results, or sell time?

48. Is the offer promoted that it's NEW, or link to timely news events?

49. Are you offering installment payments?

50. Are you showing the price in the installment amounts, vs. full price?

51. Are you offering an incentive to pay all at once?

52. Do date deadlines have "hand-stamped" date stamped on order info?

53. Is shipping/handling added and marked up?

54. Is shipping/handling added to first installment?

55. Do you ask if shipping address is different from credit card address?

56. Does the offer compare price apples to oranges?

57. Does the offer break apart each component's value/price and compare it to package savings?

58. Is offer clearly explained? Does it detail exactly what they'll get?

59. Have you compared the offer to what they already are familiar with?

60. Have you chosen your price by first analyzing your costs and multiplying by factor?

61. Is price shown as odd ending number?

62. Have you thought through if the price is at or above a resistance barrier, a break point?

63. Are you marking price up and/or discounting? Are you explaining why discount is available?

64. Are you offering 24 hour ordering?

65. Are you offering a discount for fax or e-mail orders?

66. Do you have an order form or coupon that restates the offer?

67. Does order form leave enough room to allow your customer/member to write comfortably?

68. Are you collecting fax and e-mail info on order form or lead generation efforts?

69. Are you enclosing more than one order form with package?

70. Are all backs of order forms, whatever, filled with copy/graphics/testimonials, etc.?

71. Do you have a multiple year option for subscriptions, with incentives to do so?

72. Do you have any continuity offer for auto-charge?

73. Are you accepting orders by phone?

74. Is order form separate from rest of package?

75. Is there a reply envelope enclosed with package?

76. Is response device or devices key coded for tracking?

77. Are savings expressed in dollar amounts vs. percentage vs. units? (2 for 1, buy 1 get one free, etc.)

78. Is price explained in context of the entire offer and promotion?

79. Are immediate upsells/cross sells/upgrades offered at time of purchase?

80. Is guarantee rested in offer and ordering instructions?

81. Have you told them who to call, when to call, who to make out check to, how much, etc.?

82. Have you informed them of any sales taxes?

83. Is the ordering info on every page of offer?

84. Is the offer made with an endorsement and sent out that way?

85. Are recorded messages being utilized?

86. If using recorded message, do you have "toll-free, 24 hour recorded message" in copy?

87. Have you started or contemplated your follow up sequence of mail/fax/e-mail/phone follow up?

88. Does the offer lend itself to offering samples and/or free trials?

89. What bonuses/premiums are being added to sweeten offer?

90. If you sell internationally, do you explain different shipping costs?

91. If you sell internationally, do you explain the types of currency you'll accept?

92. Are you testing different colors and sizes for parts of a package?

93. Are you testing how package is inserted in envelope? (Loose, in center, paper clipped, etc.?)

94. Are postcards filled with headline(s), copy, testimonials, etc.?

95. Have you left room for address and bar code on bottom of envelope or postcard?

96. Are you using stage names on lead generation follow up pieces, so calls can be tracked?

97. Are you telling your customer/member exactly what to do? (Click here, Call NOW, Pick up the phone, don't delay, etc.)

How to make your offer believable?

98. Do you have testimonials?

99. Who are you?

100. Why should anyone believe you?

101. Who says people should believe you?

102. Are you using a celebrity(s)?

103. Is your promise as big as possible without being unbelievable?

104. Do you have proof in the form of graphics? (Pictures, drawings, graphs, etc.)

105. Can you dramatize proof with before and after?

106. Is your guarantee designed to alleviate skepticism?

107. Are you telling the whole story?

108. Is the deadline or limit reason explained?

109. Are you offering an alternative means of response? (Recorded message, web site, free info, etc.)

110. Can you demonstrate the results?

111. Are you using testimonials that relate specifically to this offer?

112. Are you showing the number of people who have bought?

113. Do you have proof like copy of patent, survey results, studies, etc.?

114. Do you have details that add to credibility? (Exact location, description of neighborhood, etc.)

115. Do you have any third party endorsements? (Articles, influential people, etc.)

116. Is promotion coming from a person rather than from a company?

117. Have you used one or more damaging admissions?

118. Have you acknowledged resistance with proactive objection handling, Q & A, etc.?

Copy checklist

119. Does offer present any aspect of underdog trying to come out on top?

120. Has internal repetition of key points been used?

121. Does P.S. restate main benefit/theme/offer?

122. Are Subheads used throughout?

123. Any bullets?

124. Will bullets have reference to page number or actual part of product?

125. Do pages end with cliffhangers?

126. Has internal repetition of key points been used?

127. Do you use a boxed off coupon in ads, or have copy explain how to respond without a coupon?

128. Does coupons or order forms state YES!... and restate offer in first person?

129. Has copy been "mangled" with handwritten notes in margin, highlighting, etc.?

130. Is paragraph spacing and indenting done so readability is enhanced?

131. If advertisement, have you squeezed as much relevant, non-boring copy as possible?

132. Are testimonials prominently displayed and discussed?

133. Will testimonials be re-typed/edited or copies of actual letters/shots be used?

134. Will the piece be explanatory without stories?

135. Are recorded messages part of enticement to respond or order?

136. Is copy strictly benefit driven, with the sole focus on the prospect/customer/member?

137. If features are mentioned, is every one backed with one or more benefits?

138. Is a complete story being told?

139. Does copy assume prospect/customer/member knows nothing?

140. Is copy written at about a sixth grade level? (No matter who prospect is.)

141. Does copy talk to one person at a time?

142. Does copy talk to a potential buyer and ignore non-interested?

143. Is copy laced with "lingo" that prospects/customers/members talk/think in?

144. Does copy give specific details without rounding off, or approximating?

145. Is copy written to sound like it's being spoken? (Using words like "listen", "a minute ago", etc.)

146. Are all sentences/paragraphs short and super easy to read?

147. Are you using a serif font like "Times Roman", etc. for body copy?

148. Have you read copy aloud before finalizing?

149. Does copy refer to any graphics? (Pictures, diagrams, graphs, etc.)

150. Do all graphics have captions that are tantalizing and/or reinforce other copy/graphics?

151. Does it pass the "who cares" test?

152. Does copy focus on prospect/client or on advertiser? (You/your vs. we/I test.)

153. Are you using any "attention grabber" like a dollar bill, Million dollar bill, foreign currency, etc.?

154. Are number of pages divisible by four?

155. Are ads going to be fractional page, or 7x10 or larger?

156. Are you going to attempt to get upper right hand page, or be above fold?

157. Is copy big enough to read, and have you considered this especially if you market to seniors?

158. Are you using a "table of contents" as a form of bullet points?

159. Does copy make them feel empathy, and that they're not alone anymore?

160. Is copy written for decision maker?

161. Does every separate piece in package have headlines?

162. Are you including a cover letter or lift letter?

Do you offer bonuses?

163. Do bonuses have high perceived value?

164. Can you make bonuses by breaking out parts of product?

165. Are bonuses linked to main product?

166. Are you going to use non-linked bonuses?

167. Are bonuses set up to more desired than product?

168. Are you using bonuses to enhance purchase of upgraded (deluxe) product choice?

169. Are you creating or buying multiple bonuses, instead of just one?

170. Are you linking bonuses to fast response? (Time, ltd. qty,. first x buyers, etc.)

171. Can they keep bonuses even if they refund?

172. Are you offering bonuses either at purchase or after to reduce refunds?

173. Are you offering unannounced bonuses either at purchase or after?

174. Are you offering installments as bonus?

175. Are you offering upsells that are promoted as bonuses?

176. Do you offer free or reduced cost shipping?

177. Do you offer special shipping for single payment when installments are offered?

178. Do you offer discounts or gift certificates or coupons?

179. Do you offer unlimited calling in, or use fax/e-mail help only?

180. Do you offer coupons for additional help?

Do you offer a refund?

181. Are you getting the product to the customer/member as fast as possible?

182. Are you delivering more than they thought they were buying?

183. If notebook type course, have you shrink-wrapped the contents?

184. Have you put a sticker on product telling them to call a recorded message before using?

185. Are you sending out a welcome letter?

186. Do you have a sequence of contacts after buying to help reduce refunds?

187. Do you call or send something like a $million letter before they get product?

188. Do you follow up with phone to see how they're doing?

189. Do you offer stuff they can only get after the guarantee period is over?

190. Do you get feedback from refunders as to why, and develop changes based on this?

191. Do you survey customers/members and offer bribes for responding to get feedback?

192. Do you put tons of testimonials in any form/media in with product?

193. Do you have a stick letter outlining all the reasons they might return, and why they shouldn't?

194. Do you use audio, videos, recorded messages or web sites filled with testimonials after purchase?

195. Do you offer contests or rewards for sticking with program?

196. Do you offer recognition for people who stick with it?

197. Do you offer some sort of assistance or help lines, via e-mail, phone, fax, recorded message, etc.?

198. Do you offer a newsletter or other communication at least monthly?

199. Do you offer conference calls or other meetings with users and satisfied testimonials?

200. Do you offer frequent buyer awards? (Points worth $ or merch., one free for x bought, etc.)

201. Is your shipping container "refund friendly" (too easy), or as self destructing as possible?

COURSE CREATION BLUEPRINT

Why Create a Course?

- Helps get your prospects SUCCESS before they join your membership
- Helps your prospects get to KNOW you and your membership
- Creates another SOURCE of revenue for your business
- Increases the Customer Lifetime Value (CLV) of your members.

What is the subject of your course?

Who is your audience?

What problem are you solving?

What is your promise? How will you solve that problem?

What are they feeling BEFORE your course?
What are they feeling AFTER your course?

What are 4-5 steps that will get them success?

1.

2.

3.

4.

5.

What are 3-4 lessons under each of those steps?

1.

2.

3.

4.

What's the outcome of each lesson?

Name your course?

Advanced Tips:

- Always name your course last.
- Don’t feel like you have to include everything in your course the first time out.
- Don’t get caught up in the tech!
- Set a date and do it!
- Sell your course and then record it.

FOUR TESTIMONIALS YOU SHOULD BE USING TO GET MORE SALES

Why Use Testimonials?

1. Demonstrate your success.

2. Enable other people to sell for you.

3. Builds trustworthiness.

Four Types of Testimonies

1. **Trust-Builder Testimonies**

Why?

Use these testimonies with cold traffic to help build trust with people.

When?

Prospect attraction tools, Sign up pages, high ticket sales

"I'll be honest. I was skeptical. I was really skeptical about Scott's offer because I've been doing this full time since 1997. I sold over 70,000 products online. I had over 500 people on recurrent billing before, and I thought, does this guy really got anything to say that's unique or different or that can really help me sell more memberships now?

I have to say, number one, I was blown away with the training, very detailed. He's very hands-on, and, yes, I learn and discovered a lot of things that I can immediately apply. It really blew me away.

I also got a welcome call as part of my purchase. I thought, oh, it will probably just be a sales pitch or something, or he won't give any information. I actually held nothing back. There was no pitch, and he was absolutely awesome, phenomenal, and gave me some really great, great, great techniques.

If you are skeptical or you're holding back or you aren't sure it's a good investment of your money, I understand. I researched it extremely thoroughly before I purchased, but I have to say it is a fantastic investment of money and I'm very pleased with it. I can say with 100% certainty you will be, also."

- Marlon Sanders

What I love about Scott is he has like the best heart in the world. He's an awesome human being. And he has such a wealth of knowledge in the marketing space and not just marketing, he has provided me advice and mentorship around the operations piece of our business. He's been like my secret weapon. I keep him in my back pocket and call him up and talk to. And so anyone who's out there that really runs a business and you want to create a better business, to impact more lives.

You've got to have a conversation with Scott. It's been an absolute pleasure and I can't recommend him highly enough for any business owner that wants to take their business and really their life to the next level.

So thanks Scott for everything that you've done for us. And I really look forward to us continuing our together.

- Clint Salter

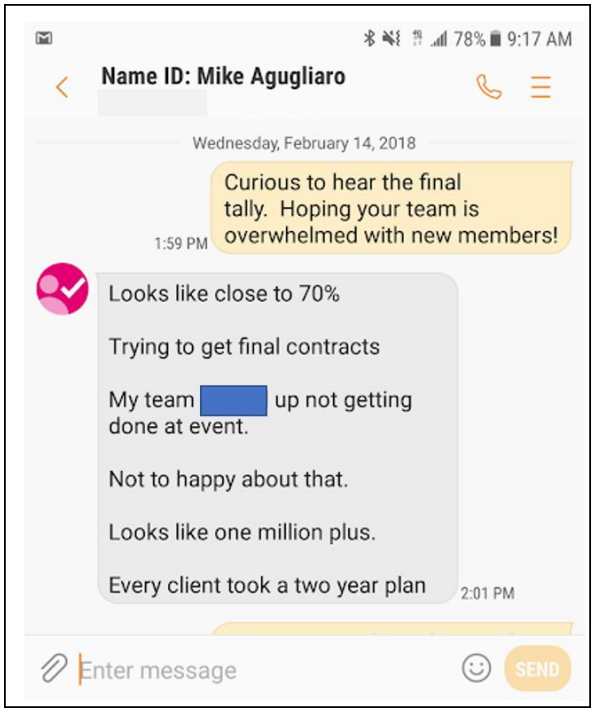
2. Believability Testimonials

Why?

Use these testimonies when you're making a specific claim.

When?

Sales pages







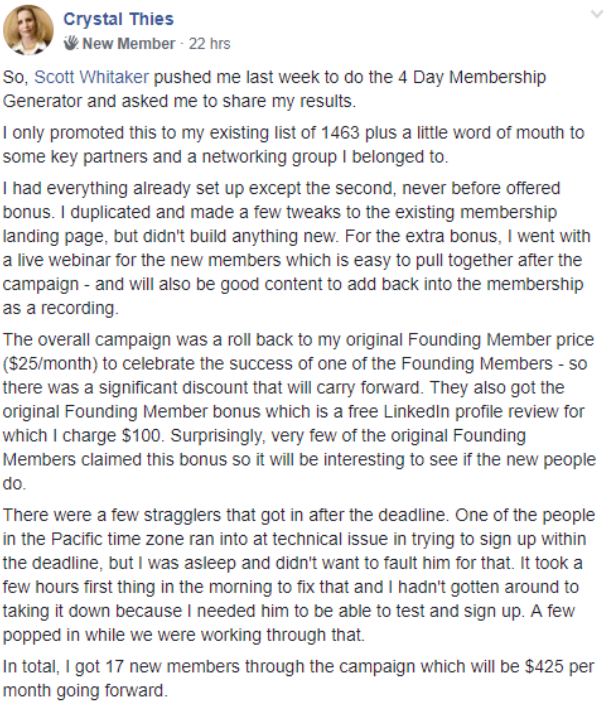
3. Proof Testimonials

Why?

Use these testimonies when you need to demonstrate proof.

When?

Sales pages, Sign up pages



Crystal Thies
New Member · 22 hrs

So, Scott Whitaker pushed me last week to do the 4 Day Membership Generator and asked me to share my results.

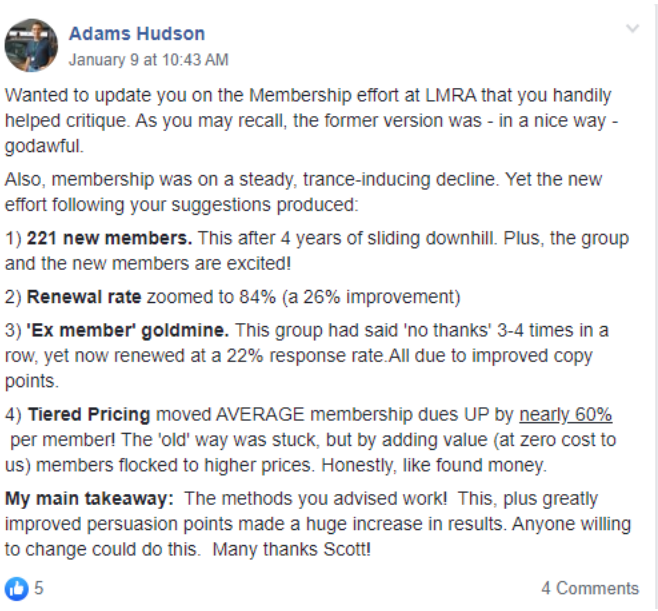
I only promoted this to my existing list of 1463 plus a little word of mouth to some key partners and a networking group I belonged to.

I had everything already set up except the second, never before offered bonus. I duplicated and made a few tweaks to the existing membership landing page, but didn't build anything new. For the extra bonus, I went with a live webinar for the new members which is easy to pull together after the campaign - and will also be good content to add back into the membership as a recording.

The overall campaign was a roll back to my original Founding Member price ($25/month) to celebrate the success of one of the Founding Members - so there was a significant discount that will carry forward. They also got the original Founding Member bonus which is a free LinkedIn profile review for which I charge $100. Surprisingly, very few of the original Founding Members claimed this bonus so it will be interesting to see if the new people do.

There were a few stragglers that got in after the deadline. One of the people in the Pacific time zone ran into at technical issue in trying to sign up within the deadline, but I was asleep and didn't want to fault him for that. It took a few hours first thing in the morning to fix that and I hadn't gotten around to taking it down because I needed him to be able to test and sign up. A few popped in while we were working through that.

In total, I got 17 new members through the campaign which will be $425 per month going forward.



Adams Hudson
January 9 at 10:43 AM

Wanted to update you on the Membership effort at LMRA that you handily helped critique. As you may recall, the former version was - in a nice way - godawful.

Also, membership was on a steady, trance-inducing decline. Yet the new effort following your suggestions produced:

1) **221 new members.** This after 4 years of sliding downhill. Plus, the group and the new members are excited!

2) **Renewal rate** zoomed to 84% (a 26% improvement)

3) **'Ex member' goldmine.** This group had said 'no thanks' 3-4 times in a row, yet now renewed at a 22% response rate.All due to improved copy points.

4) **Tiered Pricing** moved AVERAGE membership dues UP by nearly 60% per member! The 'old' way was stuck, but by adding value (at zero cost to us) members flocked to higher prices. Honestly, like found money.

My main takeaway: The methods you advised work! This, plus greatly improved persuasion points made a huge increase in results. Anyone willing to change could do this. Many thanks Scott!

5 4 Comments

4. Differentiator Testimonials

Why?

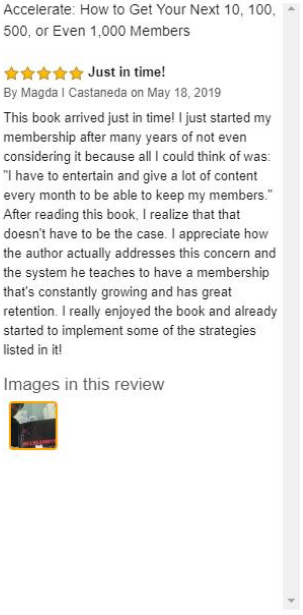
Use these testimonies when you need to demonstrate that you're different from other options.

When?

Sales pages, Sign up pages, High ticket sales

> I learned more about assimilating members from one day with Scott than I have from entire multi-day seminars devoted to the topic. From the strategic reasons to take specific actions to practical examples of the strategies in action, Scott can walk you through the complete process. Seriously, if you want more members and you want to retain them, listen to Scott!
>
> John Laird, MDC




Accelerate: How to Get Your Next 10, 100, 500, or Even 1,000 Members

★★★★★ **Just in time!**

By Magda I Castaneda on May 18, 2019

This book arrived just in time! I just started my membership after many years of not even considering it because all I could think of was: "I have to entertain and give a lot of content every month to be able to keep my members." After reading this book, I realize that that doesn't have to be the case. I appreciate how the author actually addresses this concern and the system he teaches to have a membership that's constantly growing and has great retention. I really enjoyed the book and already started to implement some of the strategies listed in it!

Images in this review

How to Get Testimonials:

1. Ask!

2. In-person Events

3. Facebook Posts

4. Videos

5. Conversations

6. Pictures

7. Email

8. Repurpose to other media

Videos transcribed

Facebook Posts turned to pictures

Videos added webinars

Text created to social media images/posts

Next Steps:

- ✓ Who can you ask for a testimony?
- ✓ Create your Google Doc.
- ✓ Where do you need to add testimonies right now?
- ✓ Use testimonies from all different genders, races and geographical locations.

DRIVE

the lead to a decision.

GETTING APPOINTMENTS WITH YOUR PROSPECTS

Video Sales Letters

https://www.scaleyourbusinesstoday.com/dream

https://www.boostpodiatryprofits.com/tpa-video-page1686775621053

https://www.childcaresuccess.com/sixfigures/

https://www.bluecollarlaws.com/optin1693241914707

https://podiatryprofits.com/

Survey Funnel

Which of these best describes you?

- I'm a [INSERT LEAST IDEAL PROSPECT].
- I'm a [INSERT NEXT BEST IDEAL PROSPECT].
- I'm a [INSERT BEST IDEAL PROSPECT].

What is your name?

What is your email address?

What is your cell phone number?

What is your website?

What is your current revenue on average per month?

Option 1

Option 2

Option 3

Option 4

Option 5

What is your revenue on average per month one year from now?

What is your biggest obstacle to reaching that goal?

Briefly describe your niche and marketing?

How willing and able are you to invest in your personal and business growth?

- I have the financial resources to invest
- I have access to the financial resources to invest
- I do not have access to the financial resources to invest

If you're accepted, how soon can you get started?

Please provide us with any additional challenges or thoughts you think we should know before the call.

Calendar Options

Calendly

Include just the next 2-3 business days.

MARKETING TO GET PEOPLE TO SHOW UP

IMMEDIATE CONFIRMATION

SMS –
[First name],

Thanks for scheduling your [NAME OF STRATEGY SESSION]. Click -> [insert link] to add to your calendar. Just shot you an email with all the details. I look forward to connecting. [INSERT SALES PERSON NAME].

EMAIL -

Subject: your results
Hey ~Contact.FirstName~,

Thanks for completing the membership strategy session survey. It helps us get to know you a little better and what needs to be done to build your membership strategy.

Here's just a little of what you said:

You're currently doing: **~CURRENT REVENUE ANSWER~**

You desire to reach **~DESIRED REVENUE ANSWER~**

And your biggest obstacle to getting there is: **~BIGGEST OBSTACLE ANSWER~**
(If you think you want to change any of the above answers, just reply to this email.)

So, here's what's going to happen next.

Troy Pettry, one of my team members is going to reach out to you. If you've already scheduled your strategy session, great! (You'll get a separate email confirmation.)

If not, you can still go here to schedule a time:
http://membershipmultipliers.com/schedule/

But I've got to warn you. You only get one opportunity. If you schedule a time and **you don't show up, then there's no rescheduling.**

Why? Because mine and my team's time is valuable. We want to help people who are committed to their members. And that means keeping your commitments.

Between now and your strategy session, **you can do two things:**
1- Download the *"Membership Multipliers: Seven Proven Strategies to Multiply Your Membership & Profits."* This will give you a better understanding of how we grow and scale membership businesses.
~LINK~

2- See what others have experienced and how we've helped them multiply their membership again and again. This is meant to inspire you and help you see what's possible in your own membership.
Go here to download your free copy now.

Again, my team and I are looking forward to seeing if and how we can help.
We truly believe that when we help you get more members, we help you serve more people.

Let's make that happen!
Scott Whitaker,
Author & Founder of Membership Multipliers

THREE DAYS BEFORE THE APPOINTMENT

Subject: your [NAME OF STRATEGY SESSION]

Hey [First Name],

I'm looking forward to our [NAME OF STRATEGY SESSION] coming up on [INSERT DAY AND TIME].

We'll meet via zoom, so we'll be on camera. If you haven't already, CLICK HERE to add our meeting to your calendar.

This isn't just another call - it's a working session designed to help you break through the barriers holding you back. We'll dive into:

- *The real reason most advisors struggle to scale (it's not what you think)*
- *What separates top-performing firms from the ones stuck in a rut*
- *Actionable strategies you can implement immediately to increase revenue and efficiency*

To make the most of our time together:

- *Block off the time - this is your business's future we're talking about.*
- *Find a quiet space - minimize distractions so you can focus on real growth.*
- *Bring your questions - got something specific on your mind? Let's tackle it head-on.*

Want to get a jumpstart? Take a few minutes to see how other advisors have transformed their practices and created more revenue & freedom.

I've already reviewed your survey, and I'm excited about our conversation.

See you soon!

NAME OF SALESPERSON

DAY BEFORE THE APPOINTMENT

EMAIL -

Subject: talk tomorrow?

Hey ~Contact.FirstName~,

Looking forward to our strategy session coming up tomorrow.

During our time, we'll get super clear on where you want to go, the roadblocks that you see are in the way and I'll give you some practical next steps to help you break through.

We'll be meeting up on zoom.

Here are a couple of things that you can do to prepare for our time together:

1. Please be in a quiet place without distractions, preferably with a computer nearby, on the day & time your call is scheduled with a pen & paper to take notes.

2. We understand that you might have questions about Membership Multipliers. Go ahead and prepare your questions in advance, so that we can hit the ground running on your call.

~LINK~

3. If you haven't already, check out the stories of how we've helped others multiply their membership.

Go here to see what others are saying.

I've reviewed your survey and I'm looking forward to our time together.

Talk soon!

Troy Pettry
Membership Strategist

P.S. If you haven't already done so, be sure to add our meeting to your calendar here.

DAY OF THE APPOINTMENT

EMAIL –

Subject: talk a little later today

Hey ~Contact.FirstName~,

Just a friendly reminder about our [INSERT NAME OF CALL] a little later today.

You should have received a couple of email confirmations (like the one pasted further below.)

Just wanted you to know that you're going to get a ton of value out of our time together.

My goal is to help you get past any roadblocks that are keeping you from getting more members and serving more people.

We'll talk more about it a little later today. Here's the zoom link for convenience – [INSERT ZOOM LINK]

Troy

P.S. Here's the email I sent yesterday. . .

Hey ~Contact.FirstName~,

Looking forward to our strategy session coming up tomorrow.

During our time, we'll get super clear on where you want to go, the roadblocks that you see are in the way and I'll give you some practical next steps to help you break through.

We'll be meeting up on zoom.

Here are a couple of things that you can do to prepare for our time together:

1. Please be in a quiet place without distractions, preferably with a computer nearby, on the day & time your call is scheduled with a pen & paper to take notes.

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~LINK~

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Go here to see what others are saying.

I've reviewed your survey and I'm looking forward to our time together.

Talk soon!

Troy Pettry
Membership Strategist

P.S. If you haven't already done so, be sure to add our meeting to your calendar here.

SMS - 3 Hours Before

Hi [First Name]

Just a reminder that we have a [NAME OF CALL] today at [TIME AND DAY]

I look forward to helping you overcome any roadblocks that are holding you back. – Troy

SMS - 15 Minutes Before Reminder

Hi [First Name], Just a reminder that we have a [INSERT NAME OF CALL] coming up in just a few minutes. We'll meet up on zoom. Check your email for the link. Talk soon! – Troy

EMAIL - 15 Minutes Before Reminder

Subject: here's the link

Hi [First Name],

Just a reminder that we have a [INSERT NAME OF CALL] coming up in just a few minutes at [INSERT TIME].

We'll meet up on zoom.

Here's the link: [INSERT ZOOM LINK]

Talk soon!

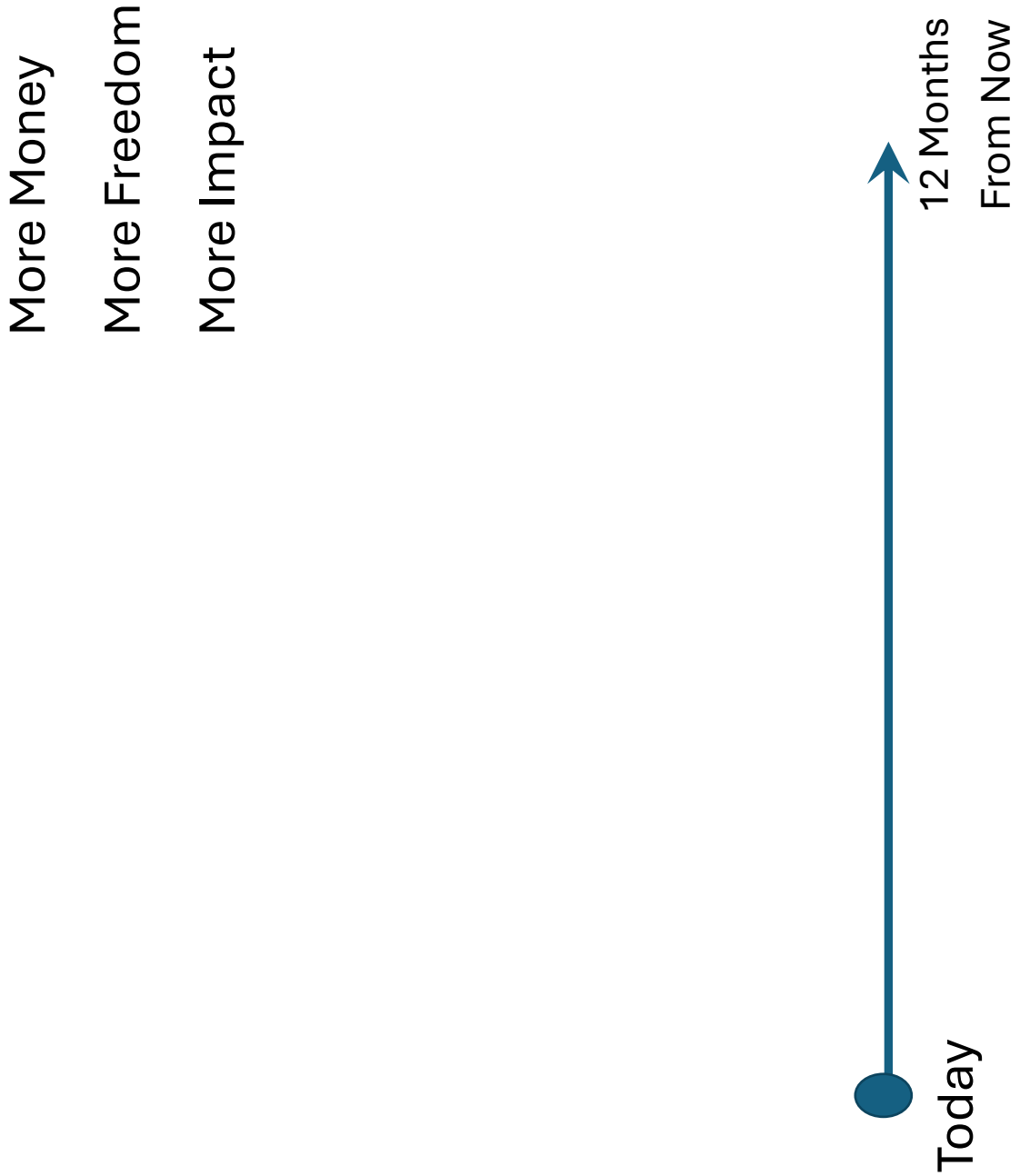
Troy Pettry

Membership Strategist

SHOCK AND AWE BOX

THE SALES CALL

Four Futures



Money on the Table

Name:		
Company:		
Website:		
Business Stats – size/revenue/employees/how long in business		
Summary of 3 biggest struggles based on answers to questions		

Business Roadmap Questionnaire

Items You MUST Have In Place to Increase Tour Conversions	Do you have this in place?	Benefit if implemented or improved
Phone Scripts	Yes / No	$ 800.00
Tour Script	Yes / No	$ 4,000.00
Tracking System	Yes / No	$ 800.00
Follow Up System with Drip Campaign	Yes / No	$ 400.00
Wow Welcome - 5 senses	Yes / No	$ 400.00
Goodie Bag or Gift	Yes / No	$ 400.00
Parent Teacher Meet and Greet	Yes / No	$ 400.00
	Yes / No	$
	Yes / No	$
	Yes / No	$
	Yes / No	$
TOTAL IMPACT TO YOUR BUSINESS IN THE NEXT 12 MONTHS		$ 86,400.00

Items You MUST Have In Place to Increase Your Marketing Effectiveness	Do you have this in place?	Benefit if implemented or improved
Help you get to top 3 spots on Google Searches	Yes / No	$ 800.00
Parent Referral Program in place	Yes / No	$ 2,400.00
Staff Referral Program in Place	Yes / No	$ 400.00
3 Unique Benefits	Yes / No	$ 1,600.00
Parent Testimonials and Reviews	Yes / No	$ 800.00
	Yes / No	$
	Yes / No	$
	Yes / No	$
	Yes / No	$
TOTAL IMPACT TO YOUR BUSINESS IN THE NEXT 12 MONTHS		$ 72,000.00

Items You MUST Have In Place to Reduce Staff Turnover	Do you have this in place?	Benefit if implemented or improved
Proper onboarding	Yes / No	$ 500.00
Consistent and appropriate recogniton	Yes / No	$ 100.00
Core Values Implementation	Yes / No	$ -
Teacher Buy In	Yes / No	$ 500.00
Great staff meetings and 1-1's	Yes / No	$ 500.00
	Yes / No	$
	Yes / No	$
	Yes / No	$
TOTAL IMPACT TO YOUR BUSINESS IN THE NEXT 12 MONTHS		$ 19,200.00

12-MONTH TOTAL FINANCING IMPACT TO YOUR BUSINESS	Benefit To Your Business
Total from your tour conversions	$ 86,400.00
Total from your marketing and sales list.	$ 72,000.00
Total from your staff	$ 19,200.00
TOTAL IMPACT TO YOUR BUSINESS	$ 177,600.00
Monthly Loss	$ 14,800.00
Academy Investment	$ 1,675.00
Money on the Table	$ 13,125.00

“BE MY GUEST” SALES STRATEGY

Subject: you’re invited

Hey [first name],

I'm gathering a select group of business owners to build complete marketing machines that actually work.

In other words, a hands-on experience where you'll build a system that:

- Gathers prospects
- Flips them into qualified leads
- Converts consistently
- Scales profitably

We're already seeing more applications than expected, and we're strict about keeping this intimate and high-caliber.

If you're ready to turn marketing from a cost center into a profit machine,

This is your invitation to apply>>

Scott

P.S. The quality of applications coming in is impressive. Let's see if you're a good fit.

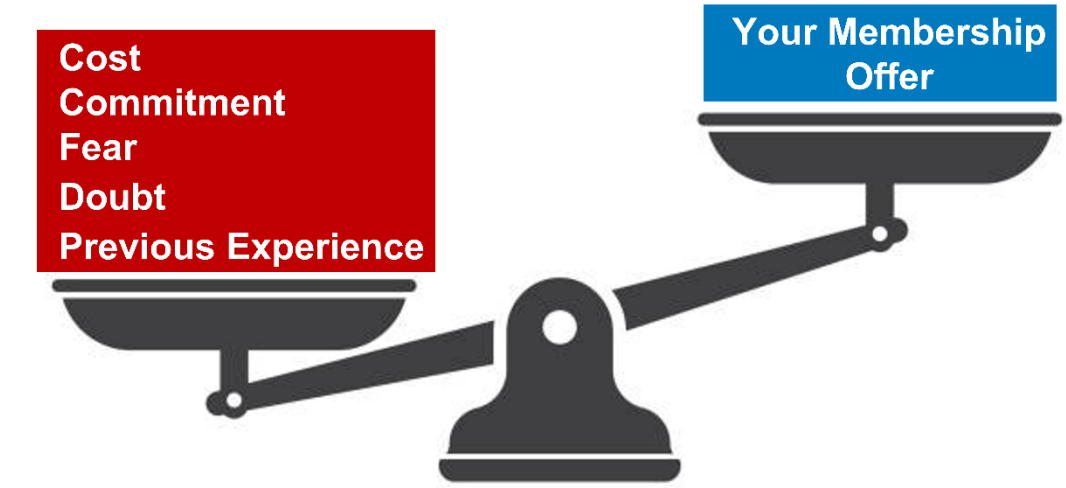
OBJECTIONS TO BUYING

Embarrassment and shame
No implementation *Unsuccessful
Can't afford
Intimidated
Overwhelmed
Potential discomfort (don't belong, feel lazy, feel uneducated)
Potential embarrassment
Previous coaching experience (or high ticket offer)
A member of some other coaching group (or high ticket offer)
Too complex
Too much to do
Others doing what I can't
Too many ideas
Pressure to buy
Feels salesy
Arrogant – others are inferior
Not interested
Poor relationship with you and/or salesperson
Difficulty securing permission to buy (spouse, business partner, etc)
Insufficient perceived value
Spouse / associate negative reactions
I'll do it next time
Time commitment
Haven't used what I already have
Time away from family problematic
Travel
Hassle
Health-related issues

4 RESPONSES TO YOUR MEMBERSHIP

1. Yes!
2. No
3. Not sure
4. Not right now

Inside the Mind of Your Leads



Inside the Mind of Your Leads



WHAT HAPPENS WHEN THEY DON'T BUY

The money is in the follow-up!

Invite them to an in-person event, preferably an event that is just for members.

Offline mailing

Sales team reach back out

SALES TRACKER

of Outbound Calls

People Messaged (Social)

People Texted

of People Reached (Spoke with)

Triage Calls Booked

Appointment Offers Made

Appointments Set

Appointments Set (%)

Closed Sets

Total Revenue Generated

Track by Salesperson

Track by Sales Totals

SIGN-UP

the lead for your membership.

SIGN UP FOR YOUR OWN MEMBERSHIP

Do you:

Take their info over the call

vs

Send them the a link?

Payment link

vs

Full sales page

Contract

vs

No Contract

One year commitment

vs

Month to month

PAYMENT OPTIONS

Monthly pay

vs

Annual Pay

THE FIRST 90 DAYS

What do you want them to RECEIVE?

- First hour
- First day
- First week
- First month
- First 90 days

What do you want them to BELIEVE?

- Believe
- Belong
- Become

What do you want them to ACHIEVE?

- What They Desire
- What You Want
- A Quick Win

YOUR COMMITMENT

How many MEMBERS "do I want to CREATE?"

How much MONEY "do I want to CREATE?"

When will I do this by: _____

How will I celebrate: _____

TESTIMONIES

Name:_____

What would you say to someone considering working with Scott?

What would you say to endorse a book on "High Ticket Marketing" by Scott?

General testimonial: