

Lesson #6

Retention Strategy 1 How To Keep Members

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Introduction

According to Dictionary.com, "retention" means "the act of retaining". It is the "ability to keep". In terms of your FTM site, it is the ability to keep your members actively subscribed and paying.

There are MANY different ways to do this that we'll be discussing over the coming weeks and months, but today I want to give you one of the easiest ways to keep your members.

Best of all, this strategy is ...

Free and immediate!

In other words, it won't cost you anything to put into practice and you can begin using it right now today.

The "Magic Sentence" That Keeps Subscribers Paying

Retention. The ability to keep. That's a skill that I've learned a long time ago and a skill that I'm going to pass on to you today.

And the principle that I want to share with you today is simple –

***If you keep members interested,
you'll keep them paying.***

Want to know what the "magic sentence" that keeps members paying is? Read this slowly and let it sink in...

"Coming up in our next lesson you'll learn..."

Some variations include –

- ➔ In lesson #4 I'll explain...
- ➔ There will be a bonus lesson...
- ➔ Here's what's on tap for our next 5 installments...

Bottom line: You keep members interested and paying by previewing some desirable topic that you'll be sharing in an upcoming lesson in the very near future.

As I explain some ideas for using this simple strategy, you'll notice that over the past 5 lessons – and bonus lessons – I've used this approach myself.

But, let's talk about you. Here's how YOU can use this technique...

5 Ways To Use Previews To Keep Members Interested And Paying

You'll find that I always tell you what I've personally done and how I've done it. I don't work in "theories", I work in "reality". If I haven't done it, I won't share it with you, or I'll tell you so going in. This is how I've done it...

1) Your First Lesson.

I think it's important to use your first lesson as an "overview". We talked about that at length in an earlier lesson. But, at the same time, your first lesson needs to be a springboard for things to come.

EVERY member is going to read that first lesson. They may skip things here and there after that, but they WILL take a look at that first lesson because they just joined, they're excited and they're ready to dive in.

So, it's important that you preview what's coming up.

Preferably, this will come in your "introduction" to the lesson. And, my recommendation is that you mention specifically what you'll be covering in the FIRST TEN lessons.

If you refer back to my own first lesson for this course you'll find that I did just that. I listed the exact titles of the lessons for the first ten.

2) Close Of Every Lesson.

At the end of every lesson, I encourage you to place a "Preview Box" with details on the VERY NEXT LESSON.

- ➔ What's the title of the next lesson?
- ➔ What's the topic of the next lesson?
- ➔ What's a brief description of the next lesson?

Think about this: what's the last thing your reader is going to encounter with your lessons? Whatever you have plugged in on the final page and the final paragraph, right? That's your lasting impression. It's the thing they're going to have in mind as they close out your lesson.

There is an age-old "teaching technique" that stresses the importance of sharing your most desirable "point" last because that's all that most people will remember.

It's by design that I have a blue box (shaded in blue to stand out and grab attention) at the close of every lesson pointing to what's coming up next.

Note: Feel free to model your language and design from any of my "previews" to use with your own FTM lessons.

3) References In Lesson.

Every lesson is more than the imparting of information. It is so much more than the sharing of content. Once you realize that your lessons have much more value to you than the ideas you're sharing (the ideas that members pay for) then you'll begin to see things in a much more profitable light.

Your lessons are your greatest communication tool.

Why? Because that's the one time you know your members are tuned in. You've got their attention. What are you going to do with it?

To be sure, the main purpose of your lesson is to share information. Please don't misunderstand. If you don't bring the content you won't keep members. Plain and simple.

But, at the same time, you can use your lessons in many other ways. One of which is to retain members by making references to upcoming lessons.

Think about these things you've read about in my own lessons...

- ➔ Every month of our 12-month program I will devote at least ONE lesson to a method of obtaining new subscribers for your FTM site. We will cover the best free traffic methods and "built-in" ways to get subscribers to join your FTM site in future lessons.

- ➔ **Experienced:** I've got a short lesson for YOU coming up this week. Watch your inbox for the subject line **[Membership XYZ]: A tip for the experienced.** I just want you guys to get something every week that's of use to you as well. (Of course anyone can and should use this tip ... even beginners!)
- ➔ **Reminder:** At least ONE lesson per month will be devoted to "subscriber acquisition" strategies (I.E. Getting more members for your FTM site!) with most of them being FREE methods. Look for the next one in about three weeks. It's one of my all-time favorites! *(The email subject will be "Jimmy's favorite subscriber acquisition strategy")*
- ➔ There are NUMEROUS future lessons on the subject of writing lessons for your own FTM site. Today's lesson is just the first of MANY that we'll cover over the next weeks and months of our training program. In future lessons we'll cover: Different types of content to use for lessons, Specific lessons you'll want to develop, How to come up with an unlimited number of ideas for lessons, Techniques for writing faster, easier and better. Ways to get content for your lessons ... without writing it yourself.

I could go on and on pulling our excerpts from previous lessons to illustrate the point. You need to put in references to future lessons in your introduction, in the meat of your lesson, and in your closing remarks.

4) In Email Messages.

Think your "previews" are limited to your lessons? Think again! ☺

You can also use your email messages to remind members of things that are coming up. All it takes is a quick note with your download instructions for the lesson. Look for it here in this an example of an email message...

Hey {!firstname_fix},

No big build up here. No drum roll. No confetti. No cameras. Just a download link and some great content for you.

You can download lesson #2 at this page...

http://www.membershipxyz.site/members/2-The_First_Pillar.html

As I mentioned earlier, every week I'll send you an email with a download link to the next lesson in the series. This email will always include [Membership XYZ] in the subject line, so keep an eye out for it.

Also, you may want to whitelist myname@membershipxyz.site which is the email address the lessons will originate from.

Enjoy the lesson!

Best regards,
My Name Here

P.S. In about 24-48 hours you'll receive a special BONUS REPORT entitled, "20 Membership Site Ideas For Your FTM Site". Keep an eye out on your inbox for that!

Simple. Effective. Keeps them interested. Add it up with the other references in the lessons and you've got the makings of a very good thing.

There will be times when you'll receive an email from me that simply informs you of something coming up ... no download link, no thing ... just a message that lets you know a new lesson is on the way and what I'll be covering in it.

That, folks, is how you keep members.

5) On Download Pages.

You can also use your download pages in the same manner. Simple place in a note about an upcoming lesson near the download link or in a brightly colored box or in red print. Whatever it takes to stand out.

I actually have an entire lesson devoted to strategically using download pages that I'll be sharing in a few weeks (I'll even point out how I make an extra couple thousand dollars per month with my own download pages ... you can use this strategy too!)

See how easy this is?

Okay, three quick keys that I want to share before we close out...

3 Keys to Successfully Generating Interest

1) Use Specifics In Your Language.

That is, use exact titles of your lessons. Use real numbers. Avoid generalities as much as possible. Notice that I didn't say "look for a bonus report tomorrow", instead I said, "20 Membership Site Ideas For Your FTM Site". Specific always garners more interest than general.

2) Find Out What They Most Want To Know.

What I share in my previews isn't just pulled from the top of my head. It's very strategic. I know what members want to know because I've asked them well in advance.

In fact, I started MONTHS before I launched this course. There is an email in my autoresponder sequence that asks people for their questions about membership sites. I have HUNDREDS of questions compiled. And the previews that I use are those related to the "hot buttons" of those responding to the survey question.

I know what they MOST want to know and those are the topics that I make sure I focus on in the previews.

Example: THE most asked question that I have received is, "How do I keep members active?" Why do you think I've devoted the FIRST "non-setup" lesson to this topic? Why do you think I've referred to future lessons on the topic? It's not by chance. It's by design.

Find out what's most important to your members either by asking them or polling your subscribers or asking at forums or just observing what people are asking about and talking about concerning your topic.

3) Describe Results You've Achieved.

What REALLY (and I mean "REALLY"!) gets people excited is RESULTS. When you mention information you'll be sharing in a future lesson and describe the results you've achieved yourself, that's when people's ears stick up and they tune in.

Do you remember what I said earlier in this very lesson? Let me quote...

I actually have an entire lesson devoted to strategically using download pages that I'll be sharing in a few weeks (I'll even point out how I make an extra couple thousand dollars per month with my own download pages ... you can use this strategy too!)

I added emphasis this time to highlight the "results I've achieved". Now, ask yourself honestly ... aren't you interested now in "download pages"? Don't you want to know how I make a couple extra thousand dollars per month with them?

Point made. 😊

Share what's coming up ... and how you've personally seen success with it.

None of these previews has to be much. Most of mine are 2-3 sentences. That's all it takes.

This Week's Assignment

- 1) Review your existing lessons, emails and download pages.** Look for ways that you can "preview" upcoming lessons in your existing materials. Be sure to work your way through the ideas I've shared (Next 10 lessons in your first lesson, coming up next box at the close of every lesson, etc.).

Coming Up Next ...

Lesson #7: *"How To Double Your Profit In One Easy Step"*

In this lesson I'll show you a surefire method of adding a completely new stream of income to your membership site ... and dramatically increase your overall profit. It requires no additional content or materials to be created and you can have it setup in one day.