

5 MASSIVE MEMBERSHIP MISTAKES

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TECHNOLOGY TRAP

- ✓ Keep it SIMPLE!
- ✓ Plan for automation & systems
- ✓ Minimum Viable Funnel (MVF) FIRST
- ✓ Know HOW to hire/delegate

PERFECTION PARALYSIS

- ✓ 90% finished is exactly the same as NEVER STARTED
- ✓ DONE is better than PERFECT
- ✓ Adaptability & flexibility win every time
- ✓ Performance – not potential – yields success

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POOR POSITIONING

- ✓ Put on your EXPERT shoes & get comfy!
- ✓ Publish or perish
- ✓ Contribution is king – GIVE before your ASK
- ✓ Put on your game face – in every situation

CLOUDED CLARITY

- ✓ Understand your audience instead of writing a sentence about them
- ✓ Take the 360° view of everything
- ✓ Past and future are as important as right now
- ✓ Eliminate disconnect and funnel friction

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STRUGGLING STRATEGY

- ✓ Every aspect of the membership needs a strong strategy
- ✓ Strong strategy = strong business
- ✓ Strategic thinking and planned action win
- ✓ Become a Market of ONE