Hi Bronwyn Coulthart here and I want to welcome you to this brand

new mini-course that I've created for you, which is getting your

first 100 members before your membership is built. So this video is

going to be quite short because I want to talk about goal setting

first up and the promise of what you're going to learn here. The

purpose of these videos is to give you a clear action plan for you

to generate your first 100 members before your digital membership

program is even built.

The video is a bite-size and can be consumed quickly so you can take

action straight away. It doesn't really matter what type of business

you have. The entrepreneurs that I tend to attract are coaches,

mentors, consultants, speakers who teach their knowledge to help

transform the lives of their clients. They do one on one coaching

group coaching live workshops. However,

many of these revenue streams have been suspended or have completely

dried up due to the outbreak of the COVID-19 global pandemic. Now

more than ever, it is important to consider alternative revenue

streams for now and for the future. Not just for the survival of

your business, but to ensure that it thrives no matter what is going

on in the world. For me,

a digital membership program ticks all the boxes. So let me give you

an idea of why it provides regular recurring revenue. It has a low

barrier to entry. You can maintain it anywhere in the world with a

solid internet connection, you can grow it to any size. So five, six

or seven plus figures, and it's the same amount of work for you as

the membership owner,

whether you have five members or 5,000 members. The main difference

is just how much revenue is ending up in your bank account each

month. So that sounds pretty sweet to me. So if you're here watching

this, I suspect that you feel the same way, or at least you're

curious to find out whether or not a membership program will work

for you and whether you can actually get a hundred leads before your

membership program is built.

As you know, if you want more members in your membership, it all

starts with the right type of lead, a member lead. So we're going to

break down the strategy of that in up-and-coming videos. Hopefully,

you know that by attracting more of the right type of leads that is

men believes that those leads will lead to more subscription sales

for your membership.

However, there are a lot of mistakes that people make that prevent

them from building their list of members the right way or even

having the right type of members on their list. For example, like

having a heap of member leads that don't ever convert to sales, so

we're going to fix that problem. By the time you finish this, you'll

be so glad that you took the time to go through the course,

but don't make the mistake of believing that because this minicourse is free, that it's low value. We're going to talk about that

too, but my intention is to blow your minds and for you to take

action as we progress so that you're going to end up with the

results. What results? 100 members or more. So make sure you have a

notebook and a pen to write down your notes.

Studies have shown that handwriting is a far more effective way of

committing something to memory certainly works for me. And that's my

go-to option when I'm ever on taking notes. So let's get started

with some goals setting. So what I want you to do is write down this

sentence. Today is future date. And I'm so grateful for my first 100

members. Where you put your mind,

your thoughts, your focus, and your attention is exactly where the

energy flows and that's what you'll end up creating. So we're going

to focus on the outcome, which may feel totally backwards, but as

Stephen Covey said, begin with the end in mind. And that has made a

major difference in my business and any sort of project or task that

I've set out to achieve.

So back to our statement, and I want you to choose a date. So it can

be seven days, it can be 14, it can be 21 uh, can be 12, 15,

whatever you like. But make sure it's specific. We need to put

emotion and gratitude into the intention because as you know,

gratitude is the emotion and the frequency of receiving.

And if you've noticed, you're always grateful for whatever you

already have. So when you start to feel grateful, it feels like

you've already got these 100 members and then unsurprisingly they

start showing up in your life a lot more quickly. So go write that

outcome down. And if you want to do something really cool, take a

picture of your intention and tag me in your Instagram stories on

Facebook or LinkedIn,

whichever social platform you feel more comfortable with and you are

totally going to make my day, that would be so exciting. Being held

accountable for this by me and others is really powerful. Speaking

your word into existence is so powerful and that's exactly where

we're going to begin. So I'm going to give you some other questions

to answer as well, and I want you to think about those for 30

seconds or more and write down whatever comes to mind.

So this isn't a marathon. I don't want you to spend hours and hours

on it. But I do want you to spend time so that you can embrace the

question and really answer it for yourself. So after you've finished

the sentence and you fill in the blank, so the date on which you

want to have these members, then what I want you ask yourself ...

What did I do differently to make this happen? So don't rush this,

but it all starts here. And this is where most people make the

mistake. They bypass all of this and they dive straight into the

how-tos. And they don't really embrace it. They don't feel it. They

don't experience it, and they have no clarity about what they're

doing.

Anthony Robbins said the quality of your life is determined by the

quality of the questions you ask. So think about it. Answer that

question. What did I do differently? So if you think about yourself

at that date in the future, and you have your 100 new members all

ready to go, so what did you do differently to make that happen?

What is it that you haven't been avoiding that you've actually faced

and gone ahead and done?

What is it you haven't been doing? What actions did you take that

made it possible to achieve these 100 members? Did you give up TV?

Did you give up watching Netflix? Did you watch less Netflix? Did

you start getting up earlier? Did you not sleep in? What were you

doing? So I want you to pause this video and write it down to do

that.

Now, did you do it? I hope so because this is where the magic

happens. Next question. What did I let go of? Now, this can be a

challenging question, but what we're thinking about here is what

sort of stories, beliefs, thinking, way of being. What did you let

go of? So was it that negative voice in your head saying,

Oh, I can't do this or it's going to take too long or it's not

possible. So what did you let go of? What did you stop doing? Did

you stop procrastinating? What did you do? I want you to write down

at least one. There could be like a heap of them, but just keep

writing until you don't have any more answers.

Like I said before, we're often consumed with the how-to and not the

reasoning behind it. And I guess the point that I'm trying to make

here is that if you want to be a successful membership site owner,

you have to start thinking like one. If you want the freedom, the

success, the abundance, the financial security, the time freedom,

the revenue river rather than a stream. If you want all of that,

then you're going to have to start thinking that way to actually

achieve it. There's no other way the changes that you want to make

all start on the inside, not on the outside. So it's from the inside

out. And I can't do the thinking for you. No one can.

You can hire the best coaches in the world. You can do absolutely

every single coaching program there is out there to do and you're

still gonna have to learn to think for yourself and get the right

mindset to achieve these goals. So start asking yourself these

questions. Have you done that? Good. I hope so. Pause this video if

you need to,

but make sure you do it before you move on. Now the next question I

want you to answer is why. So why do you want 100 members, 100

members for your new membership program do for you? So ask yourself,

what will a hundred new members do for me? The emotion that is

behind that is important. We are emotional creatures whether we want

to believe it or not.

The emotion gives you the drive and the fuel to finish the program

and do whatever it takes to achieve your goals. And I also want you

to remember that success isn't common. It's achieved by those who

are committed, tenacious and will not quit no matter what. Those

that don't find success are easily distracted. They get bored, they

won't finish because they decide to do it later and watch Netflix

instead.

So they just don't get around to doing it. And they'll happily tell

you that it doesn't work. But again, is that really the truth? So

developing that discipline and that commitment to do whatever it

takes to get the results that you want is so important. And it

becomes a lot easier when you have absolute clarity as to why you

are doing what you're doing.

So ask yourself, what will it give me? What will those sales give

me? What will those new members give me? And it has to be something

that really inspires you, that absolutely tears you out of bed in

the morning, and that won't stop you no matter what happens along

the way. So take the time to answer these questions and do the work

properly.

Your mission should you choose to accept it, is to answer those

questions. And that's your homework for the first video. Done. Yay.

So take care and I'll see you in the next video.