

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M4L07

Member Drive Contest

Okay, let's look at member drive contests. In these contests, you are going to ask your members to invite members into the group and they get to win prizes. Now you're going to ask members to invite them by sending the link, not by using the invite feature in your group. And you could use this strategy not only for your free groups, for your membership too.

Okay, so what's going to be different is for your free group, they're going to send a link to your group and you're going to have a question that says, "Who invited you?" And on your membership that's going to be more of either an affiliate link or even the same question as when they join your free group, "Who invited you to be part of this group?"

Okay, so here's an example. *Get a private 30-45 minute one-on-one call with me when you refer 10 friends.* So if they refer 10 people, they get this prize of 30-40 minute one-on-one consultation with you. That's a big one and that's going to take some work, but it'll be worth it for you to give away that 30 to 45 minute consultation for 10 people, especially in your membership. Even if your membership is \$30 a month and they bring in 10 people, that's \$300 a month. That's \$3,600 for the year and all you have to give away is that one one-on-one call. And it's probably going to cost you more to bring in 10 people, depending on how you bring those 10 people. *And when they refer four friends, they get a special invitation to an online mastermind group with you.*

Now this online mastermind group could either be a virtual two hour mastermind, it could be a different Facebook group where you're mentoring them for a month or something, however you want to put this. And then a free month for every friend you refer. So this is for the membership. *So if they refer five people, they get five months free in your membership.* Now for your free membership, they get a resource for referring a friend. So because you're free group, you're not making any money on it, but if they refer a friend they might get a free resource from you, okay?

So let's look back at this. So if someone refers 10 friends, they get the private session, they get the online mastermind group, they get either X amount (e.g. 10 months free in your membership) or they get a free resource. So they get all these things.

How to run this

Okay, so how do you run this?

- So first you're going to **post in the group** that there's going to be a contest announced with prizes that are awesome. Really pump it up.
- **Post an image with all of the rewards listed.** Okay, so put an image up of the name of the group or the membership that you're promoting and then list out what the prizes are. Very similar to the previous slide that I had.
- **Write up a caption for the image and include the date the contest ends.** That's really important, and I should **add the time the contest ends.**
- Post the image and a caption in your group, **mark it as an announcement**
- **Have a document that you or your assistant is tracking.**
 - Who referred them, who the new people are, who referred them, and then you can calculate how many people they brought in.
- And then all you need to do in between the time you start the contest and end it, is you just **keep reminding them of the contest** and that's it.

Hope you enjoyed that one.