

M4L09

What Doesn't Work

Okay. When I was putting together this module, I was thinking ... what are all the pitfalls that people can come into when they're trying to grow their group? And so, I wanted to list them out into one lesson for you, so here we go.

Daily Themes

So, what doesn't work? I mentioned this before, having those daily themes and trying to give away too much isn't going to work. It's going to be too much. People are not going to want to buy. Because there's so much going on in the group, we're overwhelming them, and how this can work against you is that if you're overwhelming them, people might start leaving your group or ignoring your group, and once they start ignoring your group, they might get less notifications about your group. So, don't do these daily themes. Maybe do one or two weekly themes, or like a Monday, or a Thursday, or what have you, but one a day is a little bit too much, and people will start to ignore.

Over promising

Very connected to the one I just talked about, but over promising what you're going to deliver. Are you going to do a Q and A each week for the rest of your life, or the next few years? Absolutely not. It's too much work for you. You know, it's exciting now, but are you going to regret it later? How are you going to take vacation time? How are you going to take time off for the holidays, etc?

Look at what you're promising for your group overall and identify where you're over promising. Because that could give a vibe out to people in your group that you're either not confident because you're trying to overcompensate, or give too much, or they may just be thinking like, "This is a great group. I may never leave, but I'll never have to buy anything either." Number one, I don't want you to burn out.

Constant Giveaways

So, this happened with someone that I was teaching, or consulting, with. They had built their group to a large size. About 8,000 people, but they were doing weekly giveaways. They had a lot of sponsors, they had prizes, great prizes to give away, and they gave away prizes, huge dollar amount prizes. The unfortunate thing was, yes, their members were happy. Yes, people were coming in for the giveaways, but they weren't their ideal people. They were there just for the prizes. They weren't there for community, they weren't there for learning, they weren't there for the topics. They just wanted the stuff, whether they were going to keep it, or get it and then sell it.

Now, I have been told that there are groups out there online that are dedicated to just telling people when there are giveaways about things, so that they go and join those giveaways. Whether they're in other groups, whether they're on websites, whether they're mentioned on podcasts, or videos, or whatever. So, you can see where I'm going with this. Constant giveaways isn't going to be good for you, or the growth of your group, so just be aware of that.

Your Welcome Gift

Okay, and the last one is your welcome gift. If you make your welcome gift available in many other places, it's not going to work as an incentive to get people into your group. Make sure your welcome gift isn't available in other places: it's **not** available to your newsletter readers if they subscribe, it's **not** available as a download when you are being interviewed on podcasts, etc. Make sure that welcome gift is not available in other places.

I'm going to add that you switch this welcome gift every once in a while as well. It's a great way to reward your current members, and it's also a great way to freshen up your marketing. What I mean by that is once you've exhausted the amount of people that are coming in for that specific welcome gift, you can then have them come in for another welcome gift, and start marketing it to the same people that maybe didn't join that first time because that incentive or the welcome gift wasn't good enough or wasn't strong enough for them, wasn't for them at this point, or perhaps they didn't need the group back then, and now they have this reminder of the group, and they need it now.

All right, good luck. Go get them.