

Encore_Empire_MV_Promo





 Tue, 8/3 2:09PM  7:59

SUMMARY KEYWORDS

business, empire, clients, workshop, deirdre, building, points, love, platform, answers, women, coach, audience, carmen, programmes, offer, favourite, facebook group, works, fits

SPEAKERS

Carmen, Deirdre

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-  **Deirdre 00:00**
I'm Deirdre Harter a CPA and business strategy coach. And this is my partner Carmen Reed-Gilkison, a certified whole person, coach.
-  **Carmen 00:09**
Hey, everyone.
-  **Deirdre 00:11**
We started our business encore Empire, to help women in midlife, who want to grow a profitable online business in a way that leverages their unique life experience, and honours their values to provide the financial and time freedom that they have worked so long and so hard to attain. Carmen, you introduce me to MemberVault? Can you tell us a little bit about why?
-  **Carmen 00:36**
Yes, I am one of the MemberVault, founding 100. So I have been with them since the beginning. And the thing that I love most about MemberVault is that Mike and Erin listen to their audience and make improvements based on use case scenarios. The reason I insisted we use it for our learning platform is because it fits right in with one of our core

pillars, which is relationship marketing. Because we're all about relationship building. MemberVault does a fantastic job of allowing us to not only collect valuable data from our ideal target market, but to nurture our client relationships right inside the platform. It is amazing. But I could go on and on about all the fabulous things. I'd like to hear what you like best about it Deirdre?

D

Deirdre 01:23

Well, it's really hard to choose what I like best about it, because there is so much to love. But one thing that comes to mind is that it's the perfect solution for many of our clients. And because we use it as our learning platform for them, as well as all of our free resources for our general audience, they can see the possibilities for themselves in their own business. Now, we encourage our clients to model what we've done and make it their own. And that fits in with our philosophy of showing them what to do instead of just telling them what to do when it comes to building out their platforms and their funnels. And it's so versatile, that it works no matter what their business model is. And it's also really easy for them to set up and to get up and running quickly, without the usual overwhelm that's associated with setting up a learning platform and a website and landing pages and all those things. So I find it to be great for those who are starting out. And it's robust enough to grow with your with our business and with their business. Now, Carmen, you've worked with our clients on getting them started, what did you find to be the most helpful part of that process?

C

Carmen 02:44

To me, it's a very intuitive process to set up. And if someone does run into a snag, all they need to do is search the MemberVault collaborative Facebook group or MemberVault's amazing help articles, they've just got tonnes of information there to support you. And you can usually find your answer in those two places. But if for some reason you can't, then the other bonus about using MemberVault is that their customer support is absolutely top notch. The other thing that I love and our clients end up loving is that it doesn't matter what type of business they have, they can showcase their offers beautifully on MemberVault, and another selling point for for women that come to us and who are just starting out. Setting up a membership site is a quick and easy way to validate their offer. And we're all about validation. So we teach our clients to validate and make sales before building out your business. There's no point in doing all the things that a lot of coaches out there telling you to do. You don't need a website, you don't need, you know, a business entity, you don't need a business bank account even right away, what you need to do is validate that your business is viable by making sales. And that is quick and easy to do with a MemberVault site. So once they validate and they're making sales, they can then

pursue building out their new business in any manner that they like. And you're 100% right, that MemberVault is super robust. So no matter how big they go, it can handle what they want to do. Plus, our clients love the gamification and I know that that's one of your favourite parts too, Deirdre but I'll let you explain more about that.

D

Deirdre 04:25

Oh, it absolutely is my favourite part. I always feel like you know, Vanna on the wheel of fortune when we get to use this piece of it. You know, we know that being rewarded for taking action is one of the most powerful strategies that you can put into place for your audience, for your clients, anyone that you're working with, and MemberVault knows that too. So here's how we've used it in our business. We run a free workshop six times a year called the business validation method, and we use the engagement points that are MemberVault. Anyone who's in there doing work answering questions, they get those points. And we rename them to fit our brand. So we renamed them to Empire points. And that has increased participation during our workshop exponentially. So the way it works is attendees, they'll earn points by filling in each day's answers from the workbook that we provide them and they fill it in right inside of MemberVault. And then they can cash in their empire points that they've been earning, earning all along for valuable and exclusive prizes. Now, this not only increases engagement and excitement, but it gives us insight into their answers. And that allows us to help guide them through the workshop to ensure that they're going to get the result that they came for. Now, this is a, this is a game changer. You know, there's so many workshops out there, and I've not seen that done before. So we actually are they're seeing what they're writing, and then we can reply back to them right inside of member vault through email. And so it gives them that high touch that's been missing from all the workshops we've ever seen. And another bonus is that it keeps them on our platform. Because even after the workshop is over, and if they don't go into one of the programmes that we offer, they can still come back over and over again. And they can review their notes and their answers. And they get to see all the other resources and programmes that we have to offer. And we have so many of our audience telling us how incredibly value that is. We get rave reviews over this feature all the time, and it is simply brilliant. Now if you're interested in seeing how this works as an example, for your business, you're more than welcome to join us for our next business validation method workshop.

C

Carmen 06:55

That's right. And basically I'll say that we love everything about MemberVault. So if you're a woman over 40, whose business is just not giving you the results you want and need, we invite you to join our Facebook group the Empire of Unstoppable midlife women building

profitable businesses. And that's at facebook.com forward slash groups forward slash empire of unstoppable women. And if you're someone who serves women over 40, we want to invite you into our world as well. We're all about collaboration over competition, and we love to explore potential events or referral arrangements with new connections that we make. So we work with e commerce, businesses, online educators and coaches and service providers of all types. So if that sounds like your kind of crowd, come on over there is more than enough fun to be had by all. You can also find us at our website at encore Empire calm, and you can check out how we're using MemberVault at Encore Empire dot VIP membervault.com