

optimize-episode8

📅 Wed, 2/17 4:03AM ⌚ 9:15

SUMMARY KEYWORDS

actions, tech, superfan, implement, simple, experience, podcast episode, started, facebook group, set, worry, map, human, product, give, big deal, amazing, movies, offer, podcast

Hello, they're amazing listeners of the Vault podcast. This is Juci from Code and Glitter, MemberVault certified partner, developer and tech VA. And today I am here to talk to you about two game changing ways to stand out with your product.

Now, if you're listening to this podcast episode, it means that we managed to trick you into clicking on it without maybe being fully aware that this is going to be all about MemberVault actions but don't click out just yet, don't don't throw your phone at the you know, opposite corner of the room.

I promised that is going to be all fun and friendly and simple and all the lovely objectives that you can come up with. And to keep it as I said, simple and relatable. Let's get this out of the way. Remember what actions are overwhelming as hell. And this is true, it is what it is. So if this is something that you have been feeling, you are 100% not alone. In fact, in my experience, a lot of people don't even think about implementing MemberVault actions in in their own businesses, because it's just, it's just a lot. And they can't even fathom how to get started.

What this also means, by the way, is that if you do implement them, then you have a good chance of sort of rising above the rest when it comes to your customer experience and the experiences you are providing to all of this people who come in contact with your member vote count. Does that sound cool, though? I do think. But when it comes to actions, it is a little bit like the Star Wars universe if you really think about it. Or maybe just maybe I'm literally the only person who thinks that, but bear with me.

So if you are among the 15 to 20 humans on this earth who has not been exposed to Star Wars in any shape or form so far, but you do want to become the biggest superfan, then that is an undertaking. Because there are nine movies, countless spin off shows and spin off movies. And if you really want to go deep down the rabbit hole, then there are comics and they haven't even mentioned the forums and the fanfics. And whatever else.

If you want to go from zero to Star Wars superfan, then you can pretty much wave goodbye to all your free time, because that is spoken for. And this can feel a little bit like when you're staring at the action screen and your MemberVault dashboard, because there are just so many things that you can click on. And then you know, just to think about how they would work together and how how you would set them up and whether you even should because it's not like every single action would be beneficial to your business.

So how do you even decide which one to set up and which one to completely ignore? Right? It's, it's kind of a big deal and kind of a thing that you need to figure out. But I am really here to tell you that the swirling black hole of chaos, the might be actions in your mind right now, it doesn't have to be that difficult. Okay, the reason I'm doing this podcast episode is to give you two simple tips that you can use to get started with actions, the first one, and this is not going to be popular. So so I am fully prepared that you are going to hate me after this.

So the first one is just to get started. You know, I know that this is like the most wishy washy advice. And this is like oh my god, just stop talking. But listen, what I'm saying is that you don't have to map out everything at once. You have an amazing, complex business, and an amazing client experience waiting to happen. But you don't have to map out everything you don't, you just have to sit down and map out just one part of it.

You know, if you have this, this customer journey in your head and it's all a bit fuzzy and you're not sure if you can just find one little corner that is crystal clear to you just sit down and implement that you know, and it is going to make a huge difference because it is going to make a huge difference in your customers experience. And it is going to give you the courage and the belief in yourself really, that you can do this because you have taken a step towards building out actions in your business and it feels amazing.

Okay, now my second tip is to think human. Now one of the biggest, biggest, biggest mistakes I've seen is that people just start thinking about the tech before thinking about the people. And the

way I like to think about actions, that it's not about the tech, it's really about the people, it's about making sure that your people feel taking good care of. And this might look different for you than to another business owner.

This is going to depend on who you are, what your brand is, and what you offer, okay. But the point is, what is the experiences you want to provide to the person who comes into your member world. And again, this might look different, if you have a membership, this might look different if you offer premium services. And this might look very different if you offer a set of low cost ebooks. But the point is that if you can sort of map this journey out without worrying about the tech, this is this is my, the biggest thing that I tell people is that when you are start thinking about actions, just don't worry about what's possible, and how you can, you know, set it up in Mailer Lite, and communicate and whatever else is just don't worry about it, write it down in a very human speak, human readable, simple way.

And once you have that, the tech is magically going to fall into place. I mean, I'm, I'm not going to bullshit you, if you're not best friends with tech, you might still use one too many swear words, when you're actually setting things up. But it's still going to be so much easier than if you just went in to try to shoot in the dark. And, you know, try to set up some sort of action that someone gave you or something like that, you know what I mean? I hope so. So this is pretty much what I wanted to tell you today to sort of motivate you to start thinking about actions and start implementing actions in your business.

So first of all, just get started, just make that one little action, it doesn't have to be a big deal. It can just be you know, you want to get an email every time someone submits a quiz question so you can answer in a more timely manner, it can be something like sending an email to someone who just completed the product, so you can celebrate them. And then you know, it's just a more memorable experience for them after you know, taking millions of courses like we all have, you know, so just start small, start small and start impactful. Because really, even if you set up the simple set of actions, it is going to feel so impactful. And it is going to be such a great start in your signature customer journey.

Okay. And while you are doing that, just think human, don't worry about the tech immediately, at least just think about the experience. Think about the people who are in your MemberVault. Think about your audience, you know, and if you just keep these two things in mind is going to give you such an amazing head start on starting to use MemberVault actions, okay. And if I succeeded in making you even a little bit intrigued about remember what actions and just below motivated,

then do keep your eyes peeled because I am going to do an Action Lab in February 2021, where I am going to go through a very specific set of actions that you can take and close the video and implement right away. So if this is something that is interesting to you, then definitely tune in because I think you will like it.

Okay, so that's it for me. Thank you so much for listening. If you implemented any actions do let us know in the MemberVault Facebook group. Tag me, I want to hear all about it. And thank you, Erin for having me on this podcast. It has been such an honor. And everyone see you around in the Facebook group. Bye