

Hello, everybody. Welcome to another end. The one-on-one session. My name is Remi. I am part of team M V and I'm a user success lead here at member vault.

And my role really is about making sure you are all supported using member vault. Getting started, remember vaults. We are on episode five of six.

I've got one more next week. And if you haven't yet seen the other five. Do you go back and look at those?

They have been sent out and replay emails. They're inside of the replays inside the member vault collaborative group, and we are going to be releasing the we'll be releasing the podcast over the weekends coming up soon.

So there's going to be six episodes. And it's all about the framework of using member vault. We've covered lots of different areas and today's session is going to be a little bit different in that rather than sort of showing you behind the scenes.

What we wanted to do today is to kind of talk about how you can get more people into your member vault account.

I'm going to be giving you some ways and some strategies and some ideas around how you can drive more people into your member vault.

If you have any questions, please do go ahead and pop those in the chat and I'll try and answer any questions towards the end.

This is a 30 minute session today. And any questions I don't answer, I will, I will come back and answer them at the end.

Sexy. We've got, we've got two Marinas here with us today. Hello. Hello. You all well, lovely to have you here.

Oh, hello. So yeah, I remember I haven't, I think I've met you before, but lovely to see you. Let me put this into play into speaker mode and then again, then I can see you at the top.

Lovely. So what I'm going to do is I'm kind of going to talk at you a little bit around some of the concepts of and you might want to take some notes but all of this will be put into the replay area. We'll have a transcript of this in the replay areas. If you don't catch everything, it will be there for you to come back.

So what we wanted to focus on today really is some sharing with you. Some of the ways that you can drive people to your member vaults, some will be ideas that you may be already doing already.

Having some might be some new ideas and concepts that you can use. So we're going to start with the five big picture ways.

It can be overarching ways that you can get people to come into your member vault. And we want people to come for a couple of reasons.

One, you know, if you're selling something, we want them to come and buy. We also we've vault. It is a really nice relationship building tool.

So you can build relationships with people. We do have the community features coming soon, which means people can comment and actually have dialogue between themselves. If they're, let's say in a small group program or with you directly. But also your mentor gives you this binge and buy marketplace whereby people come for one thing, but can also buy other things about you having to do that heavy person sales kind of strategy on people. So I love it for that. So the five big picture ways of number one is using your social media. Okay. So using your social media, if you have a personal account or you have a business account, you can use social media to drive people to your member vaults, you can simply drop your member about links into these posts.

You can do call to actions which are saying, you know, click in the comments or click in my bio. So using social media is is, is number one. Number two is your email list. So again, if you have a business list or you have a personal list, you can be including your member vault links in those places. And we're going to go into that bit deeper when we get to the checklist section about what you can do with your email, the third big picture way that you can drive people to member vault is any free content that you are doing.

So this could be something like if you have a podcast, I know a lot of people are bringing out their own podcasts or they have their own podcast, making sure you're mentioning your member vault address in your podcast.

If you do YouTube and you consistently posting content over in YouTube, that might be a really nice way to link to your member vault as well.

I use clubhouse I know there were other clubhouse alternatives, so making sure you're mentioning your member vault in those places, because they're all audience building platforms where you can drive people to come and check out what you're doing inside of your member. Vault. Number four is getting in front of other people's audiences. Is this something I love to do? So I often will go and do guest speaker spots inside different people's Facebook groups. Or if somebody wants to interview me for their podcast or doing things like guest interviews is a great way to get in front of other people's audiences to show your expertise, to show your knowledge, and then mention your member vault, to drive people, to come and check out what you're doing at member vault.

And another way to get in front of other people's audiences is to use affiliates. And these are people who will go out and we'll share what it is you're doing and share the links and drive people into your member vault.

And we have that built into membervault. If you haven't checked that out yet, you can create your own affiliate affiliates inside a member vault.

We have a load of knowledge-based articles. If you're thinking, oh my God, I have no idea how to set up like that.

We have some brilliant knowledge-based articles. I'll grab one in a minute and pop it in the chat for you guys to have a lookout as well.

But we'll talk you through how you set up your affiliates. And I've recently done mine. I did mine back three weeks ago, and it's really quite simple.

It's so it's not you don't, you know, you're not going to get overwhelmed by tech is really quite a simple process of, you know, setting up an area, giving people a link.

If you have some copy or some words that you can give them to use, they can go out and spread the word about your business or your offers or your products to their audiences.

So using affiliates is a really nice way. And, and, you know, I know some people are usually use affiliates and they do it in what feels like a really spammy heavy handed way, but there are really nice, delicate ways that you can use affiliates.

And maybe you only use people who have gone through your course or gone through your challenge and they know how you work rather than making it are you open to anyone to come and be an affiliate on your behalf.

And then the fifth big picture way is a little bit more advanced, but this is a great way to drive traffic is if you use something like Facebook ads or Tik TOK ads or Instagram ads, that will be another way that you can drive traffic.

It is a paid route. But it is a faster route to, to get people to come back into your business.

And if you do anything, any PR interviews or any media interviews, just always having your mind to be mentioning your member vault, you remember about account and driving people that way.

So I've got a checklist for you of things that you might want to think about doing and putting into play.

It's not actually a checklist. It's just, I'm going to rebate checklist of ideas for you to use. But actually now I'm saying, I probably could just put this into a little PDF and share this actually inside the collaborative group.

So number one is if somebody was to come to your personal Facebook profile, think about how quickly can they find your M V you know, do you have a link in the about section or the buyer section?

Do you have a pinned post at the top of your page that might drive people back to your MV? And then think about the same.

If you have a Facebook business profile how easily can somebody find all linked to you? So a little hack that I teach my clients to do is in the banner image that you have on your personal profile and that you have on your business profile what one, you could use that whole banner to drive traffic.

But when you click on the actual banner image, which is huge real estate space, you have an option to edit the description area.

And so on my personal profile banner image, I've edited that and straightway in there. I have my MD link in there on the banner image.

So what I like to do is on my actual image, I just have a little, a little graphic or little word that says click here.

So when people click on that banner image on my business page and on my Facebook profile page, they get that text information that says, Hey, you know, come and check out my MBS site here or come and join my free group.

You know, you can use that as real estate to, to drive people to your business. You can also do this with a pinned posts.

You could create a post put loads of information in there about your MV, and then you pin that to the very top of your Facebook profile.

And other things, you know, again like your Instagram profile, you could put a link there to your member vault. You can do that inside of LinkedIn as well.

So just think about your social media. When people are stumbling across you or people are finding you, if you're using anything like lead magnets, when they find you have a little assessment and a review of your social media and ask yourself, how quickly can they find your member vaults?

And if it isn't quick, then certainly go in and update those and add those links in so that people can reach you quickly.

The second checklist item is if you have a website, how quickly can people find your MV once they land on your land, on your website is easy to find.

Is it hard to find, do they have to go and dig around? We know that people's attention spans are much shorter now than they used to be.

And if people have to look too hard, then I would just probably click away. So make sure your website is really optimized and that it's easy for people to find their way into your member vault account.

First checklist item for you is when you send out an email to your list it doesn't matter if you've only got a small list or if you have a huge whopping list, but when you're sending out emails are there at least two or more opportunities for them to find your member vault products, your member about links?

Are you including those in your emails? So I've actually set up my default email, my signature at the bottom of my emails that go out.

I have my links there, or they're always there whenever I send an email, always driving people back to my MV and I find, and I know Aaron CEO talks about this quite a lot as well is every time she sends an email, I see this immediate rise in the amount of visitors that come to my envy just by having those links in there.

Of course you can put the links in your copy as well. So if you're talking about product or, or something you're selling, of course you can put those in the body of your emails, but just by default might not always there.

So that it reminds people how to get into their account. If I am emailing, if I'm emailing people who are in my group program or they are they've, they might've bought into my tech club, then every time I send them an email, besides having that fitter at the bottom, I also include the magic link that I like to call it S the second link in the product.

And that I always put that in. And it says, if you want to log in, just click this link. And it's an auto link where it allows people to just come straight into the product.

They don't have to put their username and password in. It's all connected with their email. And so I use the third link when you're, when you're looking at your product and you click on the gear icon in the right corner, the third link is the magic link that you can share with your users so that they don't have to log in.

So I will often put that at the top of the email to say, you know, you can log in now click this link and it just takes them straight into the product.

And I find that really keeps people coming back. So you might want to think about every time you're adding a new module or new lesson, and you're hitting your email list to put those links into your emails that people can get back into your account really easily.

So where are we? 1, 2, 3, number four on my checklist is, are you following up with your past customers? And if you are, how often are you doing that?

And this is a really important thing following up. I mean, I'm not, I'm not sales expert, but I, I understand as part of the sales process, following up with people who have already expressed some sort of interest in what you do is important, but more importantly, if you've already worked with people, who've come through, you know, a challenge that you've run or a summit that you run, or a course that you're doing, and it's come to an end.

How often are you following up with those people? And it might be that you want to set some automation up here where you might say every six months, I'll send them an email or every three months, or if you are using some CRM tools or, you know, sort of customer managing pools, and you have a list of people that perhaps you haven't spoken to in a while, then it might be a good idea to send them an email and making sure that that email is automated and it has, you know, an optimized and has your, your MV links in, but it's always nice to reach out and follow up with people.

Who've worked with you before finding out where they are seeing if they're, or letting them know about new things that you're bringing out that might be of use to them.

So following up is number four on your checklist and really review that. And, you know, I have a monthly just looking at my diary, I have a monthly kind of review process to make sure I am following up with any warm or hot leads, making sure I'm touching base of past customers and see how I can continue to serve them.

Number five in the checklist is so any of your free content that you're putting out there, like your blogs, if you're blogging, if you're doing a podcast, if you are doing videos.

So if you're doing videos in your own groups or videos on your profiles, do you reference and talk back to and lead people back to the content in your member vault?

And are you doing this in every piece of content that you're putting out? So something really to think about. We also obviously now have MV blocks, so you can blog on member vault now.

So you don't always have to do that externally as well. So that's, that's also a really great place to be putting links to your products inside of your, your member vault logs as well.

And then the other question around this this topic here is, are the links that you are sharing. Are they easy for your readers or your listeners or your viewers to find, are they really easy to find?

And if you didn't know inside a member vault, we also have a link shortener now. So it's on your left-hand nav, under content links is what it's called.

But if you have long links that you are using, say, sometimes your member about product links, they might be quite long if you want to shorten those.

So it could be your domain name forward slash challenge or forward slash contact me whatever you want to name it.

Right? You can now shorten those inside a member about a bit like if you've ever used Bitly or pretty links.

I mean, I love it because now for me, it just means and it doesn't have to be just member voting, SIS, other links as well.

So for example, I recently just bought out some notebooks about four notebooks and they're all on Amazon. And those Amazon links are so long, you know, when you copy and paste those into a social media page, they're so long.

So what I was able to do was just to go into MV and create a shortened link. So now it's just the name of my business, which is online business, temple.com forward slash notebooks.

And I can just convert that into a much shorter, prettier, easier link for people. So if you've not used, the links features, remember that that is there as well.

And that is a really nice way to make your links easier to read. And just then to make sure they are easy to be found by somebody who might be reading your blog, somebody who might be listening to your podcast or somebody who is watching a video that you do.

So if you're doing a video, you can now put those links in the description. You can drop those links into the comments.

There are many different ways that you can do that. And if people are commenting on your videos, you can always go back and drop those links in a reply in those comments as well.

And then number six, my screen is just adjusted. Let me leave that up. Some sixes, are you referencing content in your member vault in directly in your social media posts?

So are you talking about your content? Are you talking? And here's another idea for you?

Another strategy, my brain is worrying with ideas today.

So when we're talking about not just saying, this is the thing I sell, like, you know, coming click the link, what would be a really nice idea to do is think about some of your modules that you have, and you can turn the theme or the topic of that module into content.

So rather than just saying, Hey, I've got this one big thing. You can start to break down this week in my program, we're talking about this theme and then go into some details about what that theme covers and what people are learning and what your users are experiencing.

And then put a call to action and share your, your member vault link. So think about the content you already have.

We don't always have to be creating new stuff. Think about what have I got and how can I chunk this out and turn those into really good social media links.

Marina says, great idea could also translate into various social media posts. Absolutely. Yeah. I mean, use what we've got repurpose in is a really key thing that I teach my clients because often when we sit at the computer, we think we've got to keep creating new content.

Actually, we probably have a ton of content and we can reuse what we have and then we can reuse and reuse them again.

So like, if you post about one thing, you know, this week, you can reuse that again in six weeks time, or, you know, you don't have to keep recreating the wheel in your content in member vault, are you linking to other resources and other offers?

So this is really a good point. So let's say for example, you have a lead magnet that you're going to put into member vault, which is a great idea to do by the way, put your lead magnet, but in member vault as a product, so people have to put their name and email address in using actions.

They can then join up to your email list, but once they've come in to get that free thing, so it could be a lead magnet.

It could be a challenge that you're running. It could be your course or your program that you're running. You can create a new module or an extra module that then links people to anything else that you are selling as well.

So using that lead magnet idea, let's say there's one module that says, get your lead magnet here. And they click in, they get their PDF or they get their audio, or they get their video, whatever you will lean back is right.

But then you put in a second module that might say something like other ways to work with me, or here's what you could do next.

And then inside of that module, you can link to anything else that you have already set up inside a member vault.

So it could be a link to the next thing or the next level or a free resource library, whatever it is. And you put those links in which drives people to that next thing that's inside of your member vault. So that's my checklist of things for you to do.

I probably will just type this up and turn it into a little checklist PDF. And I'll put this out with the video replay and we'll send it out.

I'll get okay, Ira, send this out on the replay email as well. And we also have, we have, for those of you who may not be great with email or get email block and never know what to put in your emails, when you are emailing people, we've got some free email swipes that Aaron has created it's member vault.com forward slash six emails.

I'm going to drop this into the chat now. So you guys who are here can have it, but I'll also include it into where we are.

There's a link. If you want to get six email swipes, you can grab that. I'll also include that on the I'll put it on the podcast, show notes and I'll put it in the blog or I'll do a blog go with this as well. And that's all we need to talk about today. Anybody got any questions? Let's see what we've got here in the chat.

Marina is needed to member vault. Welcome to member vault.

Marina Oswald marina Brannigans is thanks so much for me, very practical and useful tips. Awesome.

And marina Oswald says this has been so helpful. You are very welcome. Thank you so much. Oh, absolute pleasure.

So we're back next week. We've got one more session of this next week and then we'll do another session and we'll do another series on something else, but all six of these will be together.

All kinds of beginner, ideas of getting you started with member vault. So thank you for showing up today. And I will tag you both just writing down your names because the minute I click and I will forget I would tag you both and make sure you guys get to see the replay and get the links. Amazing, right? Take care. Bye-bye.