

**PLEASE WRITE DOWN**

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TOP 3 REASONS WHY  
YOU THINK PEOPLE  
JOIN YOUR CLUB

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# DISRUPTING

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## THE MEMBERSHIP MODEL

Lessons from *The Definitive Guide to Membership Marketing*

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A close-up, angled shot of a brown cardboard shipping box. The top flap is open, revealing the white interior. The Amazon logo, consisting of the word "amazon" in a dark blue, lowercase, sans-serif font with a curved arrow underneath, is printed on the top flap. The box is secured with black packing tape along the edges. The background is a light-colored wooden surface.

amazon

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airbnb

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WHAT ARE THE COMMON ELEMENTS?

**ON-DEMAND**  
**VALUE DRIVEN**  
**SEEMLESS & INTUITIVE**  
**BESPOKE**

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WILL YOU DISRUPT?  
**OR WILL YOU BE DISRUPTED?**

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WHAT DOES DISRUPTION MEAN  
**TO THE CLUB INDUSTRY?**

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**FAMILY FOCUS**  
**HEALTHY LIFESTYLE**  
**WHOLISTIC / CONSCIOUSNESS**  
**SOCIAL** (MUSIC, TOPGOLF)  
**EXPERIENTIAL** (GOLF BOARD)

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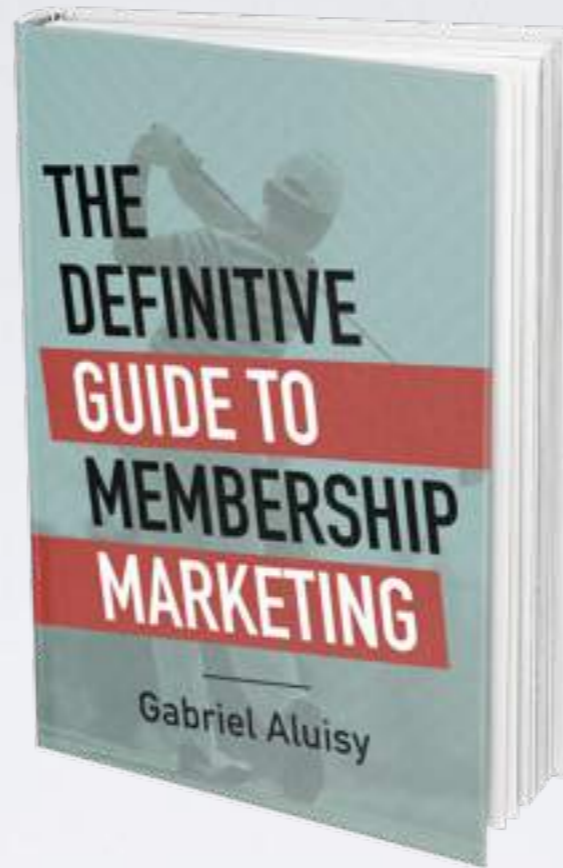
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# PREPARE TO BE **STRETCHED**



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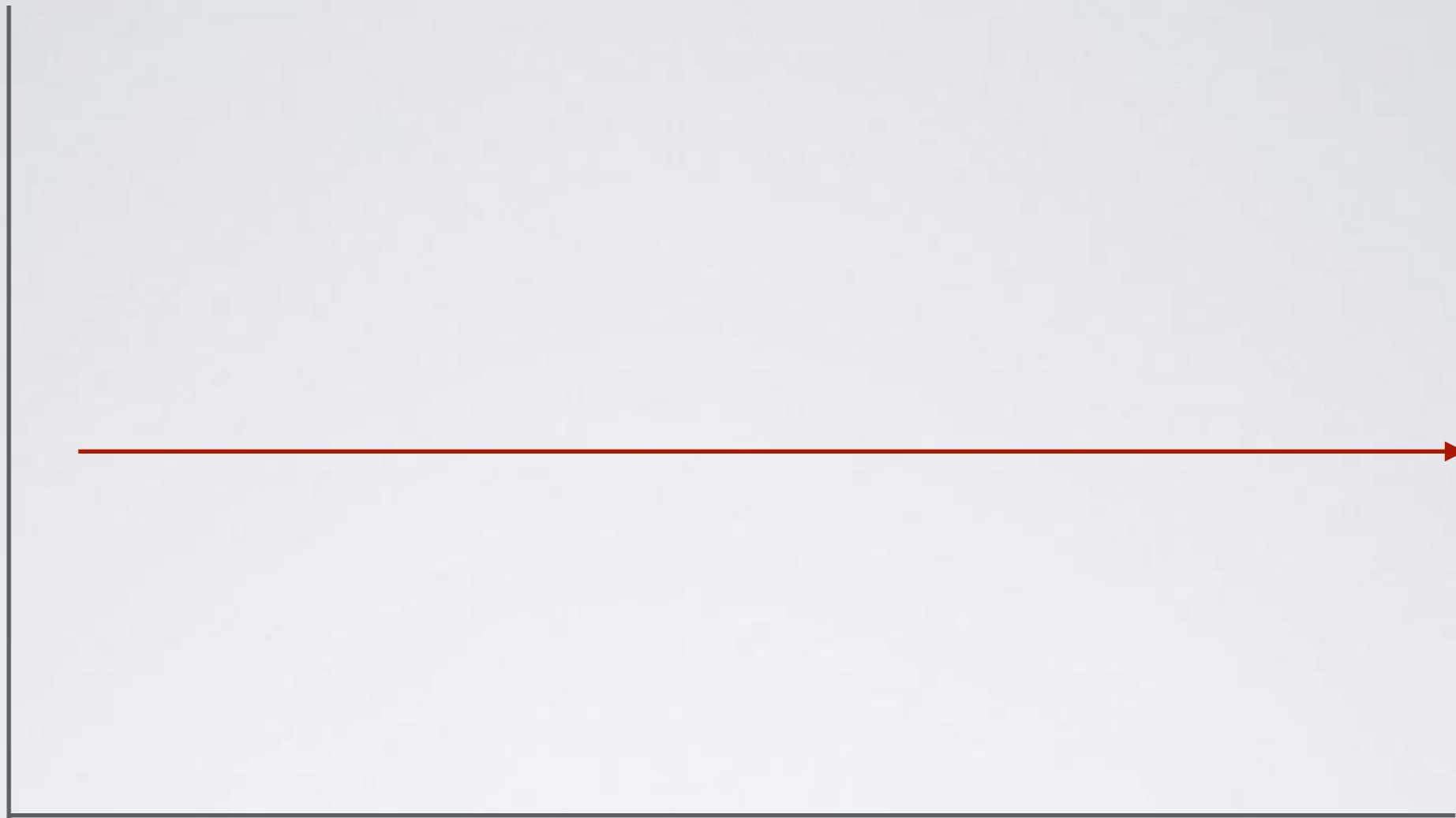


MARKETING **IS NOT** DISCOUNTING

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PRICE



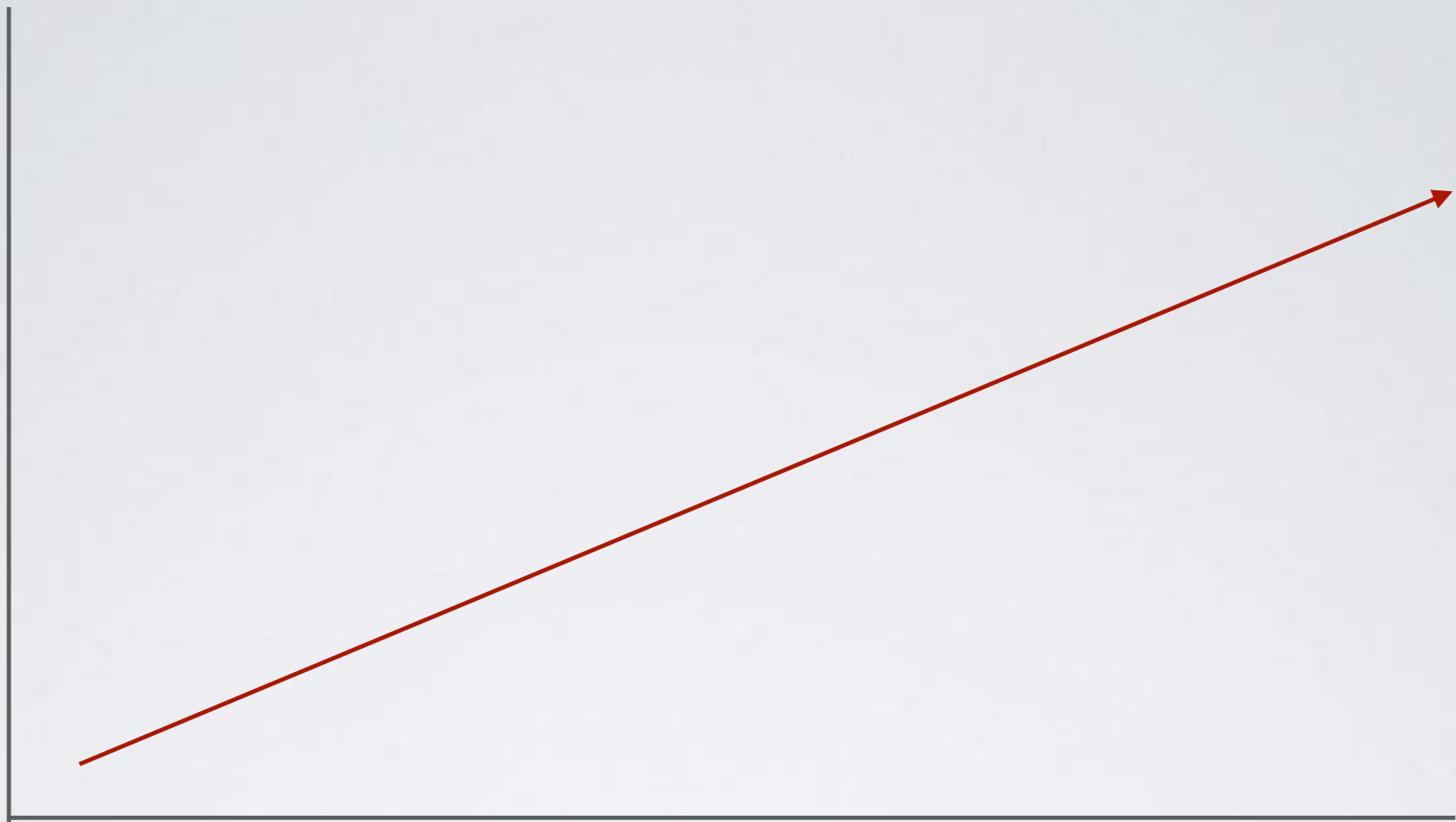
TIME

STAGNATION IS ALSO A  
RECIPE FOR TROUBLE

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PRICE



TIME

ALL SUCCESSFUL BRANDS GET MORE  
EXPENSIVE & EXCLUSIVE OVER TIME

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# HUMAN NATURE

WE WANT WHAT  
WE CAN'T HAVE

WE CHASE WHAT  
IS HARD TO GET

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THE GOAL OF THIS BOOK IS TO GET  
YOU TO BECOME



NOT



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LIVE FOR

AT THE HEART OF ROLEX  
LIES A STRONG AND POWERFUL BELIEF:  
LIVE FOR GREATNESS.  
THE VERY SPIRIT OF WHO WE ARE,  
IT DEFINES OUR TIMEPIECES.  
MAKES OUR CROWN ICONIC,  
YET GREATNESS IS WITHIN EVERYONE.  
PASSION, DRIVE, INSPIRATION,  
THEY EXPLAIN THE HOW AND WHY  
RECORDS ARE BROKEN.  
BREAKTHROUGHS ARE MADE,  
MOUNTAINS ARE CONQUERED,  
MORE THAN A DESTINATION,  
GREATNESS IS A JOURNEY  
THAT NEVER ENDS.

GREATNESS



  
ROLEX

THE ROLEX CENTRE HENARA DION, 27 JALAN SULTAN ISMAIL, KUALA LUMPUR. TEL: 1031 2072 2709. FAX: 1031 2072 3112

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GOLF CLUB OR  
MAGIC WAND?



PHIL MICKELSON

No one knows how he does it, but Phil Mickelson has become one of the game's all-time greats by taking chances other pros won't. From skipping a ball off a lake on to the green for an eagle, to playing chip shots that fly backwards over his head, Phil's daring and creative game is a magical thing to behold.



OYSTER PERPETUAL DATEJUST  
ROLEX • OYSTER PERPETUAL AND DATEJUST ARE TRADEMARKS

  
ROLEX

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COMMUNICATING URGENCY WITH  
**TRIAL/SEASONAL MEMBERSHIPS OR  
NEW MEMBERSHIP CATEGORIES**

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- ANNOUNCE FEES/DUES INCREASES IN ADVANCE
- HAVE A CUTOFF NUMBER
- STICK TO A TIGHT TIMEFRAME

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TO BECOME A GREAT MARKETER  
**BECOME A GREAT STORYTELLER**

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# BETTER YET...

BECOME A GREAT STORY CURATOR



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# THREE CORE **LESSONS**

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# **LESSON #1**

WHEN COMMUNICATING  
EMOTIONAL TRUMPS LOGICAL

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WOW, **NICE**  
**THREADS!**



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LUXURY PURCHASES  
**ARE EMOTIONAL DECISIONS**

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LOGIC IS A JUSTIFICATION  
FOR AN EMOTIONAL DECISION

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Carmel's Premier Private Family Club

# *Woodland Golf and Country Club*

Golf and Social Memberships Available

*Reduced Initiation Fee*

- Pete Dye Designed Championship Golf Course
- Junior Sports/ Swim Team
- Teaching PGA & Tennis Professionals
- Full-Service Clubhouse with Superb Cuisine and Event Facilities

**Our Simple Philosophy...**

*"Fun & Camaraderie for the Entire Family"*



*Woodland*

**Here is where you belong...**

Contact Laura Huckelberry at **846-2588** or **lhuckelberry@woodlandcc.com** for more information.

100 Woodland Lane, Carmel, IN 46032 • [www.woodlandcc.com](http://www.woodlandcc.com)

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# Lima Country Club

585-624-1490

CLICK  
HERE



Home of Island Oaks & Charleston Pines

2 - 18 Hole Championship Courses

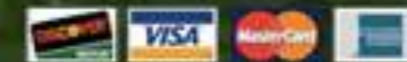
Adirondack Style Club House

Serving Lunch & Dinner Monday - Friday

Friday Night Fish Fry & Full Dinner Menu

Banquet Facility • Weddings • Parties

Tournaments • Special Occasions - up to 225 People



[www.limagolf.com](http://www.limagolf.com) | 7470 Chase Road • Lima, NY 14485

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# Wild Wood Country Club



- Located Just 8 minutes south of Jefferson Rd. off of Rt. 15A
- Golf Digest – ★★☆☆ Star Best Places To Play
- 18 Hole Championship Golf Course • 4 Sets of Tees for All levels of Play
- Practice Range / Chipping Green with Bunker / Practice Green

Tee Times Available at  
[www.golfwildwood.com](http://www.golfwildwood.com) or (585) 334-5860 Ext 3

- Showers • Rehearsal Dinners
- Weddings • Anniversaries
- Luncheons • Corporate Events
- Social Events



Our banquet rooms seat 25 to 250 surrounded by our beautiful 18 hole championship golf course.

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# Inspiring Legacy



Laorem ipsum deditur sit amet,  
consectetur adipsa scing elit,  
sed diam nonummy nibbi euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutp ut.

Duis autem vel euew eum iriure  
dolor in hendrerit in vulputate  
velit esse molestie consequat,  
et illum dolore



9 Science Centre Road  
Singapore 609078  
TEL (65) 6560 5655  
FAX (65) 6567 1900

[www.jcc.org.sg](http://www.jcc.org.sg)

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# **LESSON #2**

MEMBERSHIP IS NOT A SPRINT

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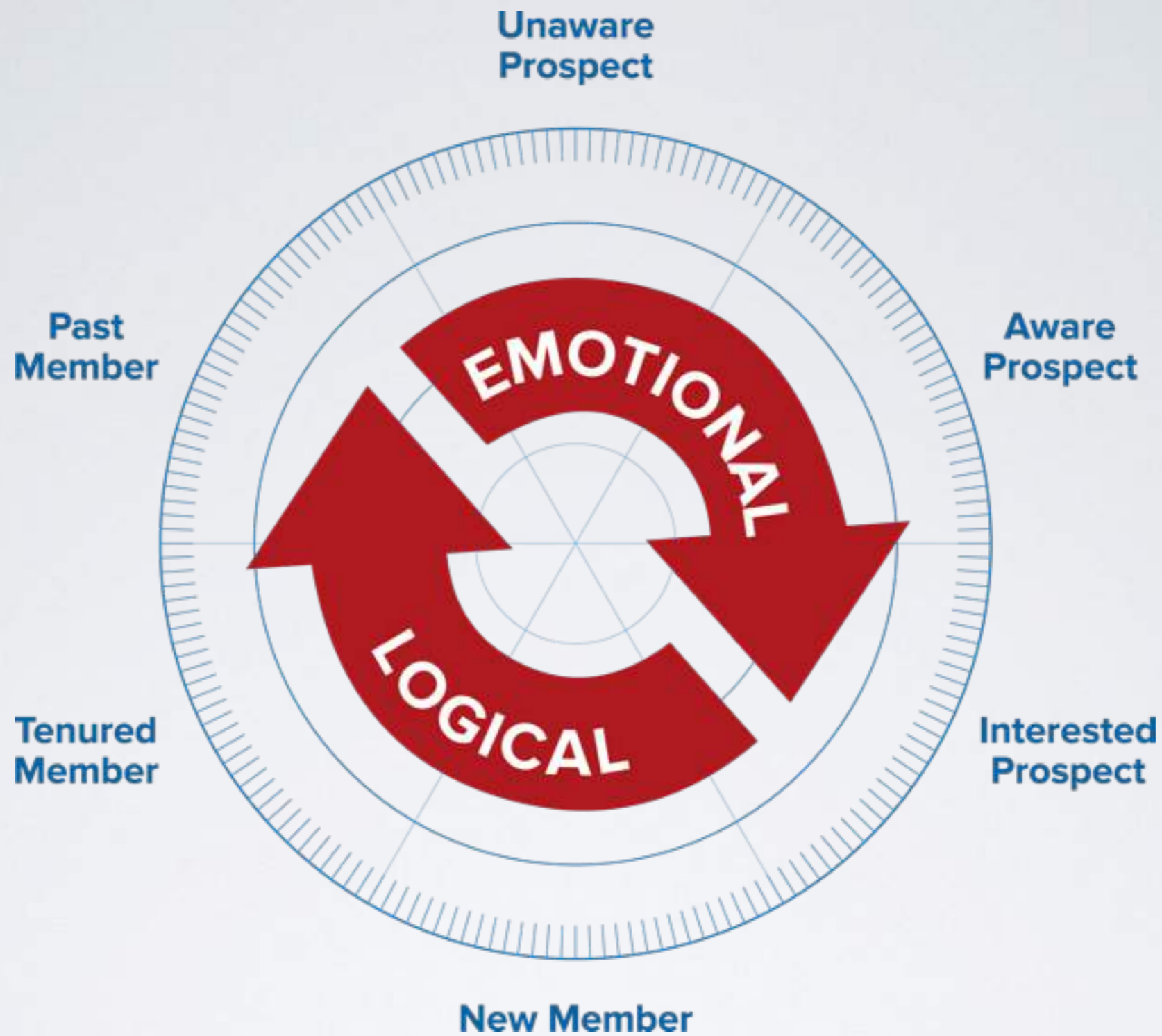


“AS A MEMBERSHIP DIRECTOR, YOUR GOAL IS NOT ALWAYS TO GET THE CHECK, IT’S TO MOVE THE SALE FORWARD.”

**-Susan Greene, PCMA President**

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# MEMBERSHIP LIFECYCLE

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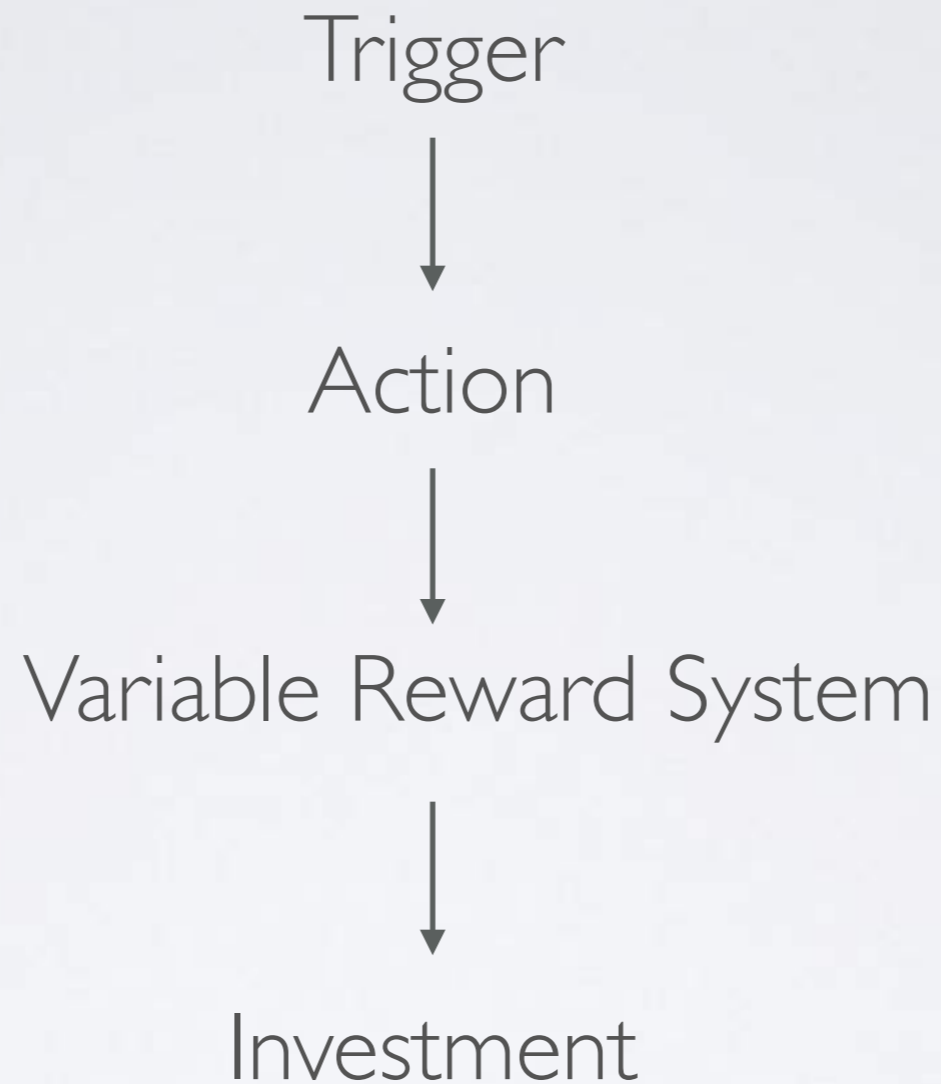
# **HABITS** TAKE 30 DAYS

So why not consider it a 30 day sales cycle?

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# Let's mimic how modern tech habits are formed.



# SAMPLE 30 DAY **PLAN**

- Tour Club
- Invite to have dinner
- Invite for round of golf or tennis game
- Free lesson with pro
- Invite to affinity group
- Weekly email update
- Add *them* on social media

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HAVE A PLAN & **AUTOMATE**  
**WHENEVER POSSIBLE**

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# **LESSON #3**

ONE SIZE DOES NOT FIT ALL

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TODAY'S CONSUMER / MEMBER  
WANTS OPTIONS

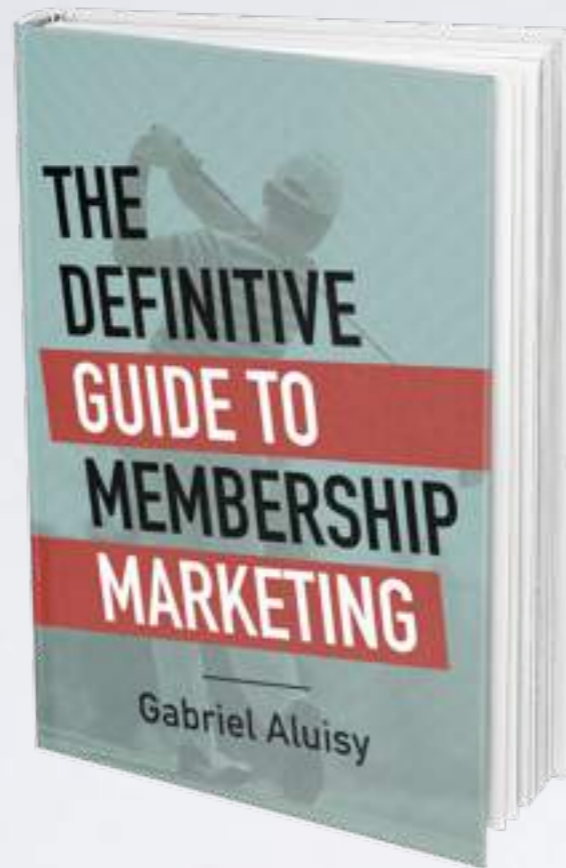
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FIND CREATIVE WAYS TO  
**ENGAGE EXISTING**  
**MEMBERSHIP CATEGORIES**

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**Q&A**

**ALUISY.COM**

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