

# MEMBERSHIP & SUBSCRIPTION **GROWTH** WEEKLY

## How to Attract and Retain Customers in Your Non-Membership Business by Creating a Membership

- A Conversation with David Lucca

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This program features our special guest: David Lucca

David Lucca is a business coach that teaches entrepreneurs the anti-hustle way to grow a business you love and how to create immense personal freedom.

Dave was a Founder & Partner of Rhoads Lucca Capital Management and the Founder of the US Pilot Financial Association. Using the principles of Marketing Energy Flow© he created, Dave quickly added more than \$150 million under management to his firm.

After successfully selling his business, Dave and his wife spent a year traveling the world. They now live in the middle of Amish Country with their dog Bear. Dave is a prolific reader, and seemingly interested in everything, making connections between ideas that are later integrated into his strategies.

Dave can be reached at [david.lucca@comcast.net](mailto:david.lucca@comcast.net)

# How to Attract and Retain Customers In Your Non-Membership Business by Creating a Membership

Attracting new customers is the hardest, most expensive aspect of any business. Getting attention from your prospects, encouraging them to trust you and to take action, to do business with you, takes a tremendous amount of work. For a small business marketing nationally, it can be impossible to break through the clutter and get your message heard.

However, a membership program instantly positions you as an expert in your field, making your communication welcomed by your prospective customers. It makes you a celebrity in the eye of your consumer. And, when it comes time to sell your business, you generate the sales price from your core business and you can sell your membership as well.

My longtime client, David Lucca, was co-owner of an investment management firm. His firm worked exclusively with airline pilots, and he was looking for a way to attract airline pilots to become clients of his firm, versus all of the financial investment choices out there. David launched a new stand-alone company, the Airline Pilot Financial Association, to become the marketing arm of his financial management firm and provide great custom created financial resources for airline pilots across the country.

I recently interviewed David for my Membership and Subscription Growth podcast. He has moved on from the investment management firm and the association he created, but what he has to share about his experience is astounding. He reports that, after starting the association, he grew his firm by over \$150 million in just a few years. David shares some advice for how others can do the same.

## A Membership Establishes Yourself as an Expert

Rather than competing like everyone else, you distinguish yourself by being the leader of your membership. David shares, “Before we started the association, nobody knew

who we were. We had a few clients who were pilots. They flew with American, and they had just come to us by way of referral. I decided that I would like to reach out to that group as a primary niche for our firm. The wonderful thing of course about entering a niche with something like that is you have instant credibility. So, when people say, "Who are they?" The answer was, "Well, they're the ones that started the US Pilot Financial Association. They're the experts on our retirement plans."

By creating a membership association, David was able to jump in front of a long line of competitors. The membership association established a relationship of trust, expertise and authority with the members. When you're doing business in an area of heavy competition, where there are tens of thousands of other businesses trying to get in the face of your customers, this can be a game-changer.

It's easier to be an expert when you tightly refine your niche. They didn't just narrow their target audience to pilots, but went as far as limiting it to the pilots of just 3 airlines. This narrow niche allowed them to be more specific in their message. "As soon as you speak with one voice, that process of creating value that results in a transformation is just so much easier. It's just like instead of your brain going 10 directions, your brain just has one thing to think about. And the process of looking at their specific dangers and the specific opportunities that are in front of them, it all just becomes so much clearer as to what you can do to solve their biggest problems. Every time you go through another round of value creation, what you're offering to your niche is more and more powerful," advises David.

## **Celebrity Power to Generate Referrals and Excitement**

No one likes salespeople. And, ordinarily, a chance meeting with someone who is looking to sell you something is not an enjoyable experience. However, everyone is excited to meet a popular celebrity.

David shares a memory of being in line at an airport. talking to a man sitting next to him. "A pilot came up behind me and I could see he was with one of our airlines. So, he started to talk to me and we went back and forth, and finally he said, "What do you do?" And I said, "Actually, I write the newsletter for your pilot group for the 401K plan." And he stopped and looked at me and he said, "Are you Dave Lucca?" "Yep!" "Oh, wait until I tell my friend, Bill, that I met Dave Lucca!"

"If you try and be everything to everybody, you can't really write a compelling message for your website or your marketing materials, because you're trying to satisfy everybody

and many of them have competing interests. But as soon as you speak with one voice to one group and they read it, and they know that you work with them, it changes everything. It makes your job easier. It makes your marketing messages more powerful. It makes their response deeper,” David says.

## **Get an Extra Payday When You Sell Your Business**

Sell your membership together with your core business, and get paid more because you sold your marketing system as well as your core business.

David shares, “When we went to sell the company, we hired a business brokerage firm that did a nationwide search, and we had a number of firms competing to buy the company. It was set up as the purchase of two companies. Anybody who wanted to buy the investment management firm would have been a fool not to buy the main source of new clients coming in (the association). So not many companies end up being able to sell their marketing platform too, because they don't think of it that way.”

“As entrepreneurs, we tend to focus on income or cashflow, but the truth is value always follows assets.” David adds, “One of the best things you can do is break out the different value your firm has into separate holdings, even if it's not a business. If it's just an LLC that's owned separately, whoever buys it, if that's a valuable thing, they're going to want to have that too. And the way most businesses are valued is, simply, some multiple of EBITDA or net operating income, depending on the type of business. As you break it out, not only will you still get the multiple of that operating income, but now you're selling other valuable assets.”

For businesses looking for new ways to grow, the marketing platform of a membership model is certainly one to consider. When you create a narrow niche in the market, it allows you to really get to know more specific needs and desires of your audience. When you're seen by your target audience as an expert, a celebrity of sorts, you will gain them and keep them as a client in your business. All that with additional income to look forward to when you choose to sell!

To discover more insight into this unique marketing platform, listen to the full interview with David on the Membership and Subscription Growth podcast.

# Conversation with David Lucca

**Robert Skrob:** Coming up on today's episode of Membership and Subscription Growth.

**David Lucca:** “It became so popular and so powerful that we actually got calls from the cockpit from pilots who found our newsletter that another pilot had read and left in the cockpit for the next guy.”

“And in the background, we could hear the plane saying, "Engine number one, on." And they were getting ready to take off. And they were calling us at the call-in to get to join the association before the plane took off.”

“When you know your niche and you know those kinds of things, which are easy to find out today because we're in the information age. But when you know those things, you can tailor your delivery of information to the kind of person you're writing to.”

“As entrepreneurs, we tend to focus on income or cashflow, depending on how you want to say it. But the truth is, value always follows assets, and I wish I had seen myself in the business of creating assets.”

**Robert Skrob:** Welcome to Membership and Subscription Growth Podcast. I'm your host, Robert Skrob.

Our guest today is a special friend ... long-time friend, David Lucca, who created an association membership program in order to promote his financial management business. So, if you think of a very sophisticated guy who is in financial planning and he has his financial planning business and is seeking clients, there are a lot of different ways financial planners can go out there and get clients.

Well, what David did, which was a little unorthodox in the financial planning world but makes complete sense, and you'll see how it turned out for him in just a moment, but what he did is he created his

own membership association of ... for his potential customers. There's a number of really really smart things that David did.

Number one is of all the different types of clients that he could have in his financial planning business, he focused on a particular niche of very very smart and it really completely changed the game for him, made it a lot easier for him to grow his financial planning business, and it allowed him to grow a membership.

So, number two, you hear so much out here about content marketing and pushing out content so folks will be attracted to you. And what David did was a very important difference with membership and content marketing. He invited his potential customers to pay for membership. This assigned a value. It made them appreciate the information that he was producing, and absolutely elevated him as an expert. So rather than just somebody who's trying to sell them something and get access to their money, he became the expert in helping folks that are in that particular position.

And number three, when he came to sell his business, not only was he able to sell his financial planning business and exit with a great payday, but he also had his second entirely separate payday for the membership organization that he had created, because here is this membership that is self-sustaining, generates revenue and profit all on its own, and also feeds the financial planning business customers.

And so, whoever the gentleman ... the team that came forward to buy the financial planning business, of course, wanted to also buy the association. So, a lot of great information to grow your membership. How to niche, how to market, how to attract clients, and also a lot of great information on the exit of your business and what to do now in order to maximize that opportunity.

So, without any further delay, let's go to this episode of Membership and Subscription Growth.

Welcome to Membership and Subscription Growth podcast. I'm your host, Robert Skrob.

My guest today is David Lucca. It's such a pleasure having you on the program. Welcome, David!

**David Lucca:** Thank you, Robert. I've been looking forward to it.

**Robert Skrob:** Well, great. Well, what is the ... You created the US Pilots' Financial Association, so for folks who aren't sure, who aren't familiar, what is the US Pilots' Financial Association?

**David Lucca:** Well, maybe the best way to answer that is to just expand just a tad. I owned a firm, founded a firm with another man, that was an investment management firm, and we worked exclusively with airline pilots. And so, the Airline Pilot Financial Association was a way to provide the information they really needed and wanted about the retirement funds, but it was also a way for us to have a significant impact on the professional pilot community and build our business.

**Robert Skrob:** Nice. Well, were you ... 'Cuz I know you had started it back in 2000, and grew through ... When you sold the business in December of 2014, was the US Pilot Financial Association successful and bringing pilots together to help educate them and then, if folks were interested, use your financial management services?

**David Lucca:** Oh, yeah. Yeah, it was an interesting experience in this way. We ended up working with pilots at three different airlines, which was quite a few thousand different professional pilots. And before we started the association, nobody knew who we were. We had a few clients who were pilots. They flew with American, and they had just come to us by way of referral, and I decided that I would like to reach out to that group as a primary niche for our firm.

So in thinking it through, of course, I had met you through Glazer Kennedy. And when you said that I formed the association in 2000, it makes me think, gee, Robert that's 17 years ago, which means I've probably known you for more than 20 years.

**Robert Skrob:** Thereabouts, yeah.

**David Lucca:** Yeah. It goes fast. So anyway, before we started, really nobody in those three airlines knew who we were, but the wonderful thing of course about entering a niche with something like that is you have instant credibility. So when people say, "Who are they?" The answer was, "Well, they're the ones that started the US Pilot Financial Association. They're the experts on our retirement plans."

**Robert Skrob:** Wow.

**David Lucca:** So there was positioning and authority, and yeah, in very short order I grew the firm by over 150 million dollars.

**Robert Skrob:** And really, it's pretty amazing because most financial planners kind of sit around going, "Yeah. How can we generate customers? How can we generate clients?" And they feel like, by specializing in any particular area, that they're really shutting the door for all the other types of clients that they might attract. You were very brave in stepping out and saying, "This is who we're going to be for."

How did it change your business and approach when you really focused your customer on pilots, and in the beginning, American pilots?

**David Lucca:** Well, I have to tell you that the main thing it did is it made marketing easy. And it was in this sense: If you try and be everything to everybody, you can't really write a compelling message for your website or your marketing materials, because you're trying to satisfy everybody and many of them have competing interests. But as soon as you speak with one voice to one group and they read it, and they know that you work with them, it changes everything. It makes your job easier. It makes your marketing messages more powerful. It makes the response deeper.

It got to the point where we had clients in 42 states. So it was very rare that I ever actually met any of our clients because they could be in Alaska, they could be in Hawaii, they could be in almost any state in the Union. So they're just not going to drop in for coffee. And if you

think about the irony of that, they entrusted their life savings to us, sight unseen.

**Robert Skrob:** Wow.

**David Lucca:** That's how powerful it is. When they understand that you're an expert in their issues, and that you work exclusively with pilots, and so in each way you could imagine, it makes your job as a marketer, as a business owner, so much easier.

As soon as I switched and I could write our materials with one voice directed at them, it all just came together instantly, and it was amazing.

**Robert Skrob:** Did you have any apprehension about who you were excluding or how you were not, maybe not, going to get some clients because you focused only on pilots?

**David Lucca:** Yeah. And I should refine who we focused on a little bit, and I did it from the beginning. When we first started the firm, I focused on retirees as a niche. But within that niche, I focused on retirees who had more than \$100,000 to invest.

Later, as the firm grew, we raised it to \$250,000. By the time we sold our firm, the average client was bringing us just shy of half a million dollars. So each sale that we made, quote-unquote, was for \$500,000 or more, so if the average was 500, there were clients that had as little as 250, which sounds funny to say. And clients who had multi-, multi-millions.

But when we switched to pilots, I really wanted to work with pilots as retirees, but of course so does everybody else. So the association was my way of getting to the front of the line, so that before they ever got to that point, we would have established a relationship of trust with them, and expertise as an authority, and we would be at the top of the list for who they were going to choose to work with. So that's what was going on.

It's like, technically, I never really left our niche of retirement because we worked with the pilots' retirement assets. But once it began to work, we wrote our website for pilots, we rewrote our marketing materials for pilots, and they were so much better the materials, and the website, in every way, because they were clear. And if you have a clear message, you really stand out at any marketplace.

**Robert Skrob:** Well, it allows you to break through the clutter, you know, with ... There're tens of thousands of financial planners all trying to get in front of these pilots, and by making yourself the experts in pilot financial planning, not only is your marketing message work better, but I'm sure the fulfillment was a whole lot easier because you understood the types of programs and assets that these particular individuals came with, the types of labor agreements that they had and had worked under for years, and the types of pensions they might have with military and everything else, and really got a pretty clear understanding of actually how to deliver, in addition to how to market to these clients, making your business a whole lot simpler to grow.

**David Lucca:** That is right on. And I think it gets into the area that I just call value creation. If you work with everybody, it's very difficult to create value. If you work with a specific niche, as you just pointed out, they have specific needs and they have specific backgrounds. Like a great portion of the pilot community is former military. Well that implies a lot of things about how they were selected, what their life experience was, what their expectations are, and of course, what their needs are. And I know you know this because I see what you create, but every group, every business is successful, ultimately, is about transformation.

And you're transforming either a bad situation into a good situation or a good situation into a better situation. And as soon as you speak with one voice, that process of creating value that results in that transformation is just so much easier. It's just like instead of your brain going 10 directions, your brain just has one thing to think about. And the process of looking at their specific dangers and the specific opportunities that are in front of them, it all just becomes so much clearer as to what you can do to solve their biggest problems.

Every time you go through another round of value creation, what you're offering to your niche is more and more powerful.

**Robert Skrob:** Well, you know, a lot of financial planners are focused on what it takes to actually become a great financial planner. You did all that and created a membership organization that you had to market and grow and fulfill on.

How did you embark on this, you know, creating this pilots' association and establish it so pilots wanted to participate?

**David Lucca:** Well, of course, the genesis of the whole thing came from you because of your expertise with associations and memberships. And back in 2000 or 1999 when you offered some training in how to create an association, it made perfect sense to me. So I came to Florida and met with you and a sort of a select group of other people, and you shared things that gave me confidence and certain understanding of how to proceed logistically, and what I was allowed to do and not do.

I went back and created this stand-alone company that was an association. And I had started a newsletter for one airline about their 401K plan, and when I made the decision to start the association, I had a division within the association for each airline group. And each one had a newsletter as one of the primary benefits. So I rolled the newsletter into the association and then I had to figure out how to let people know about the association, so I did it through advertising, marketing. I did it through referrals.

I mean, you'll appreciate this. It became so popular and so powerful that we actually got calls from the cockpit, from pilots who found our newsletter that another pilot had read and left in the cockpit for the next guy. And in the background, we could hear the plane saying, "Engine number one, on." And they were getting ready to take off. And they were calling us at the call-in to join the association before the plane took off. So ... There, it just became so funny.

I loved our clients. I related to them. I knew their issues so well that so many people, when they talked to me by phone, would say, "Dave,

are you a pilot?" And I'd say, "No, I'm not, and you wouldn't want me to be." But it's just that whole idea that you can speak so clearly to their needs that you are one of them to them. And I'll tell you, you also gain a measure of celebrity in that niche. I was in an airport once, on a business trip, standing in line at a restaurant with about 10 people waiting to eat something between flights. And a pilot came up behind me and I could see he was with one of our airlines. So he started to talk to me and we went back and forth, and finally he said, "What do you do?" And I said, "Actually, I write the newsletter for your pilot group for the 401K plan." And he stopped and looked at me and he said, "Are you Dave Lucca?" "Yep!" "Oh, wait til I tell my friend, Bill, that I met Dave Lucca!"

So it's kind of funny because you become known because you're not worried about millions of people out there. You're worried about your niche and what you can do to meet their needs, and so ... There were all kinds of things that happened like that, that made it enjoyable. But I truly enjoyed them, enjoyed working for them, and did my best for them.

**Robert Skrob:** Wow. That's fabulous. And while we're ... What you approached creating content for them, 'cause the trick is, once you have them in, you're bringing them in the organization and now you need to deliver content on an ongoing basis that keeps them engaged, that they want and appreciate. And you certainly had to deal with all the free content that's out there as well as everyone else that's marketing today.

How did you compete with free and deliver something that was compelling that pilots were willing to pay for?

**David Lucca:** Yeah. I think ... Well, a couple ways. I mean, I started my work with pilots by interviewing three pilots in person. And I asked them if I could record it, and by the time I was done those first three, I had a real strong idea of what the point of leverage was. And in their case, they had a 401K plan that had a tremendous amount of money in it, typically. And of course, for liability reasons, no company wants to tell you what to do with your 401K.

So they all envisioned that, at the end of their working career, they were gonna have a whole bunch of money and were gonna retire in a nice way. But in the meantime, of course, you can lose money in the market as well as make it, and there was no input about their specific plan. So, in our case, for each of the airlines, the biggest point of leverage that was a shared need, which I think is important, and in working where the niche is, they all wanted to know what to do now.

So we focused on telling them in the form of the newsletter, which was online, what to do now to grow their account and keep it safe.

**Robert Skrob:** And so that kept the information current and now then were any of them kind of frustrated that you were delivering too much content or not enough? How did you kind of balance what some members wanted versus others that may not be able to consume as much information?

**David Lucca:** Sure. Well, you know pilots are a unique breed, and I think it comes back to knowing your niche. They're chosen with a specific psychological profile. A lot of people don't know that. But they have to be able to see things as black and white, because if you're in the sky with 200 people behind you in the plane and there's an emergency, you have to make a decision, you can't say, "Well, I really see both sides of this." But to be able to assess the situation, instantly make a decision which means they're not largely tremendously in-depth readers. They can skim something, get the information they want, and make a definite decision.

So when you know your niche and you know those kinds of things, which are easy to find out today because we're in the information age, but when you know those things, you can tailor your delivery of information to the kind of person you're writing to. And so they didn't want long drawn out explanations or anything else. They wanted to know what to do. And, occasionally, somebody would ask for something different, and I always listened because sometimes you get your greatest insights by that white mail or phone call you get back. A lot of the big breakthroughs and game changers that we created in our

company came from just observing the feedback we got from our niche.

**Robert Skrob:** Wow. Now, listening to your customer, paying attention to feedback, absolutely crucial, and understanding who they are and what they're looking for. I can't tell you how many times I start working with clients that really just don't understand who they're trying to sell to. And for you to have such an in-depth understanding and to continue growing that, certainly is a huge part of your success.

And another piece of your success is, a few years ago you had the opportunity to actually sell your financial planning company together with this membership association. How did the membership association impact the sale of your financial planning company?

**David Lucca:** Well, it was ... I mean, I purposely set it up as a separate company, as you know, because ... I did it for two reasons. One is the SEC that regulates investment advisory firms, is very strict about what you can say and can't say. So by setting up a separate company, I had a greater measure of freedom in what could be said and not said, and how we could market than you would if you were talking about investments.

So I purposefully did set it up as a separate company. But at the time, I really didn't realize the full impact of what I was doing and that gets to the question you're asking here. Because, when we went to sell the company, we hired a business brokerage firm that did a nationwide search, and we had a number of firms competing to buy the company and it was set up as the purchase of two companies. I owned one, which was the association, and the other one was owned with a partner, the investment management firm. And anybody who wanted to buy the investment management firm would have been a fool not to buy the main source of new clients coming in. So not many companies end up being able to sell their marketing platform too, because they don't think of it that way.

And when this happened, and they started to bid on a separate amount for my financial association, I began to realize the importance of how you structure things in your company. I tell you, it's one of the

areas that we really fell short is, we actually had the trademark on 401K management. And I had used an attorney. I trademarked it. We got in a dispute with another company who claimed they had it first and weren't willing to share it. They were in the insurance business. I hired the best trademark attorney, patent attorney, I could find, and he was brilliant. And by the time it was done, the other company ... We had filed to have theirs invalidated and they were asking if they could use our trademark.

But, in retrospect, I should have put it in a separate LLC to hold all of the IP of the firm, because had I done that, whoever bought the investment advisory firm would also have insisted that they be able to buy the IP, which means it would have had a separate value. And this is true with most firms, and for any entrepreneur that's listening and thinking someday they're gonna sell their firm, one of the best things you can do is break out the different value your firm has into separate holdings, even if it's not a business. If it's just an LLC that's owned separately, whoever buys it, if that's a valuable thing, they're going to want to have that too. And the way most businesses are valued is, simply, some multiple of EBITDA or net operating income, depending on the type of business.

Well, whether you own IP or not IP ... don't own it ... is not gonna have any bearing on that number. But as soon as you break it out, not only will you still get the multiple of that operating income, but now you're selling other valuable assets. And so, selling the business was a real learning process, both learning I did some things right, but learning there were things that I wish I had thought of ahead of time before we prepared it to sell.

**Robert Skrob:** Well, and as it were, it was. You've had a ... Certainly, there's always room for improvement but, my goodness, being able to sell the firm and then, as a separate related transaction as part of that sale, to also sell the association which had been created primarily as a marketing vehicle for the firm, it certainly created, you know, improved the value that you were able to sell it for, and created a great asset.

So I certainly commend you on how you did structure it and [crosstalk 00:27:16] being able to sell the marketing vehicle is a great benefit.

**David Lucca:** And you know, I think it points out something I wish I'd known earlier in my career which is, as entrepreneurs we tend to focus on income or cashflow, depending how you wanna say it, but the truth is value always follows assets. And I wish I had seen myself in the business of creating assets instead of just in the business of creating a greater income or growth for the company. Because that, ultimately, when the day comes that you're going to make any kind of transition at all, you'll gain far more from the sale of assets than just the sale of cashflow.

**Robert Skrob:** Right, of course. So, what are the other types of things that you're doing today?

**David Lucca:** Well, it's interesting you ask. After we sold the business, my wife kind of looked at each other and said, "You know, life is going pretty fast, and we've always said someday we're gonna do this and someday we're gonna do that," so I took a one-year sabbatical and we knocked a lot of things off our list. We traveled the world. We made friends in other countries. We just had a great time together. It was sort of like a second honeymoon in a lot of ways, and it was a wonderful time. But that one year off was the first time I had not been under stress in 20-some years.

And to anyone who's listening, who's under stress, there's nothing I can do better for you than just to encourage you to take a sabbatical periodically. And you might not be able to pull off a whole year like we did because you have responsibilities, but if you could do a sabbatical of 30 days or a quarter, or six months, I would say, "Do it," because you can't think correctly when you're under stress all the time.

And the one wonderful thing, in addition to not thinking about the business, was that by the time I was de-stressed, which took about a year to become fully human again, one thing that I began to do was

reevaluate my experience from the past 25 years, both in business and in marketing. And I began to realize what had worked, what had been game changers, what didn't work, what I could have done better. And I began, as I met all these people, as I traveled the world, that were business owners, and of course I knew countless ones here in the States from my years in the industry. And I began to consult one coach with these people and I've coached people around the world, in Europe, in the Pacific region, in New Zealand, across the United States, in all different industries. And one thing I realized was a business is a business is a business, and the same things apply to every business. And, of course, again Candy has said it many times the wise question is to ask, "How could I apply this to my business?" And as I consult and face the toughest challenges these people had, there were all these commonalities.

So I spent quite a bit of time doing that and the other part of it is I moved from having an active business to being in the cashflow quadrant as an investor. And so I spent times to learn both of those things. I do coaching for entrepreneurs, typically ones who already have a valid growing business going on. And either they're overwhelmed by it, they'd like to make it better, but at the same time in their ... They're really not experiencing the level of freedom and health that they need to be in that context.

And one of the things I learned was to take care of myself first as my biggest asset. And even before I sold the business I was taking 13 weeks of vacation a year. And I know there'll be people who hear that and say, "You can't do that." But I did, and I did it for years, and I did it because of the way I structured the business. So I'm helping people change the game of their business and do those kinds of things.

And of course, I'm an investor. I've been an investor my whole life and I'll always be an investor, just different kinds of assets now.

**Robert Skrob:** As you say, rather than a ... Saying to that, "I can't take 13 weeks off." Instead, ask yourself the question, "How can I take 13 weeks off and structure my business so it makes that happen?"

So, Dave, if somebody wants to reach out to you and connect with you, what's the best way to find you?

**David Lucca:** Well, I don't have a website for them to track me down, so the best way is to email me.

**Robert Skrob:** Okay. What's your email-

**David Lucca:** If I can help anyone, whether they're interested in the possibility of coaching or they just have a follow-up question, they can reach me at [david.lucca@comcast.net](mailto:david.lucca@comcast.net) and someone will screen that and get it to me.

**Robert Skrob:** Well, beautiful, David. Thank you so much for the opportunity to connect with you and learn what you've done in the subscription world. It certainly is an inspiring story and, my goodness, great work.

**David Lucca:** Well, I owe you a debt of gratitude for all your help. And anybody who has any kind of membership platform, in any way, ought to be talking to you. I can tell you that.

**Robert Skrob:** Well, it's very flattering. I sincerely appreciate the compliment. And it was a joy to have the opportunity to work with you. That's for sure.

Well, thank you so much, and I look forward to talking with you next time.

**David Lucca:** Yeah. I hope to see you before long, Robert. Thanks so much.

Bye-bye.

**Robert Skrob:** Welcome [crosstalk 00:33:19].

**Robert Skrob:** Well, I hope you got a lot out of that program. That might even be something you wanna listen to a couple of times 'cause certainly David talked a lot about some amazing things that he did in his business.

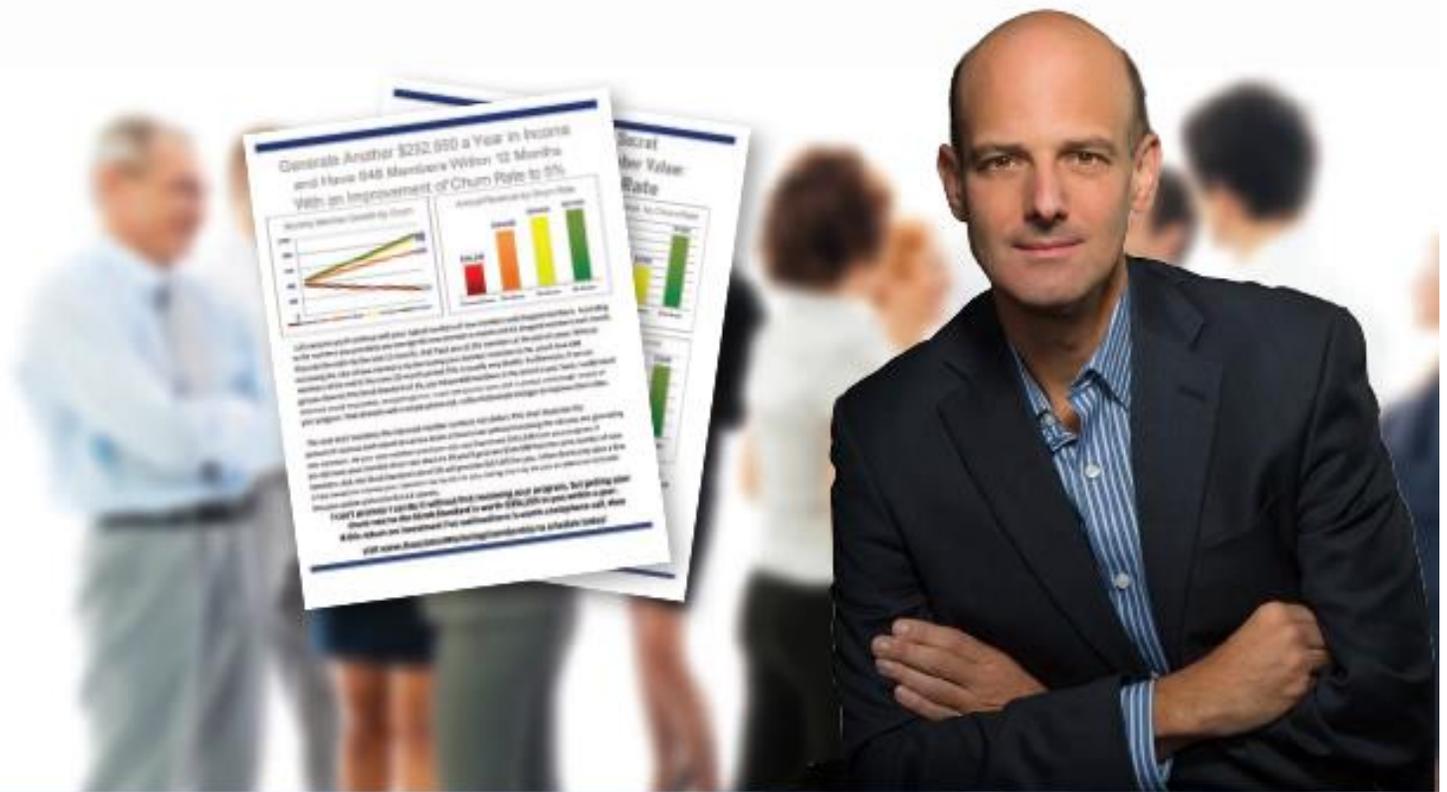
Over and over again, I'm working with clients trying to help them identify their best target customer and there's ... I often meet with resistance because they're going, "Man, I just ... You know, I don't want to narrow it down or focus. I don't want to leave people out that could be our customer." And it, in fact, that narrowing a focus of consciously targeting who your best customers are that make you unique, make you attractive, and help you really grow. It's one of those sorts of paradoxes that it's difficult for folks to really embrace, but the less you focus on, the bigger the impact you're able to have.

Coming up next week on Membership and Subscription Growth, my guest, Georg Richter, who is ... formally with Guthy Renker, one of the, certainly, largest subscription businesses in the ... You know, they sell Proactiv. I'm sure you've seen their infomercials, and they have a ton of your replenishment ... Every month as folks subscribe to that program, and not only that, but more importantly, he actually is the CEO today of OceanX, which is a technology platform for anyone that has a large subscription program or wants to be a large subscription program. OceanX provides the billing, the fulfillment, really everything in order to have a large-scale subscription business where you have mass customization and, I think, really doing a lot of shipping and billing.

And so, Georg's insight into how to grow a subscription business is tremendous. Also, his experience goes back to the '80s with book of the month club programs. This is a guy who had been in the trenches in the subscription world for several decades, and whether you are just starting out, whether you are scaling your subscription business, or you've been around for a while, listening to Georg Richter is going to be a tremendous opportunity.

So, make sure you subscribe to Membership and Subscription Growth, and we'll see you next week on the next episode with Georg Richter.

# Too Many of Your Members Quit I Can Help You Stop Your Members from Quitting



**M**embers quit. And most people's attempts to lower member churn rates only make it worse. I can help you stop your members from quitting.

For 20 years I have focused on getting and keeping numbers. I come alongside you and your team to stop your members from quitting, and help you grow your membership.

You are investing a lot of time and money to grow your membership. Let's stop your members from quitting so your program will grow as fast as you deserve. I help you grow your membership with my systems for attracting, welcoming and retaining your members.

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### Increased Membership by 156%

*"Working with Robert Skrob and implementing his strategies we've increased the size of our alumni program 156% generating an additional \$1.4 million annually. Plus, our average lifetime customer value increased by 37%! Robert is my go to expert for forging a stronger relationship with our customers to provide them with greater value so they become more valuable, long-term customers."*

Richard Meneg, President, Automotive Training Institute

### Doubled Conversion and Doubled Retention

*"After I made the changes Robert suggested during our consulting day, my new member sales conversion rate doubled! In addition, in the months since, my member retention rate has doubled as well. With Robert's help I've completely transformed the growth rate of my business."*

Jim Augustus Armstrong, Flooring Success Systems



### Sold \$120,000 within 4 Hours and Launched Membership Program

*"It's been a whirlwind! We did so much. I basically crammed a years' worth of work (probably more) into 60 days. I remember our weekly coaching calls and how overwhelmed I was until Robert explained every step that needed to be done before the next step. Very, very detailed oriented. I was able to pull off something I thought was impossible. Actually,*

*it wasn't even on my radar and that was being able to sell \$120,000 worth of product (@ \$297) in 240 minutes with a built-in monthly membership piece. UNBELEIVABLE!"*

Michael Rozbruch, Roz Marketing Group

### An Additional \$2-3 Million in Revenue

*"I spent the day with Robert Skrob to learn how to increase the retention in my membership program. During the time we spent together we created \$2-3 million dollars in revenue. If you have any intentions of increasing your membership retention, Robert is the guy. You better get ahold of him as soon as you can."*

Ron LeGrand, Global Publishing



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