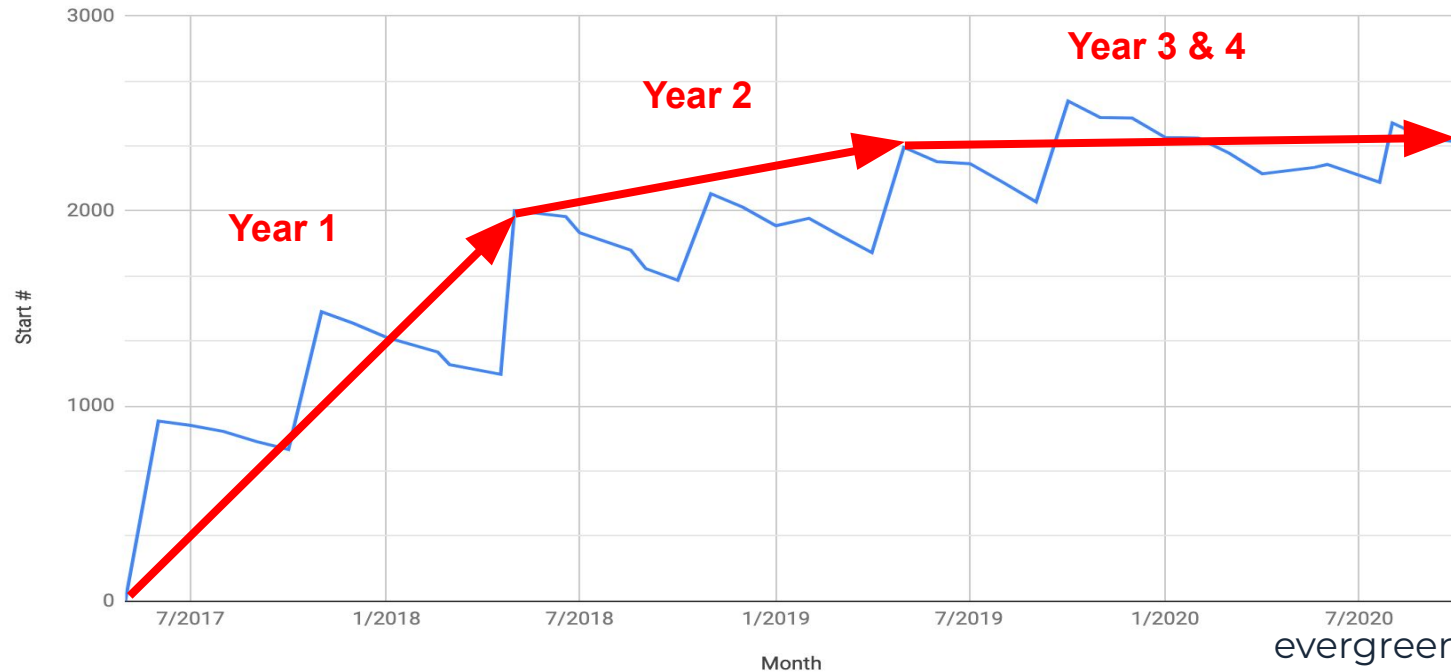




[evergreenedge.com/wb-july2023](https://evergreenedge.com/wb-july2023)

# Launch-Based Membership Growth (Real Numbers)

# of Members Over Time



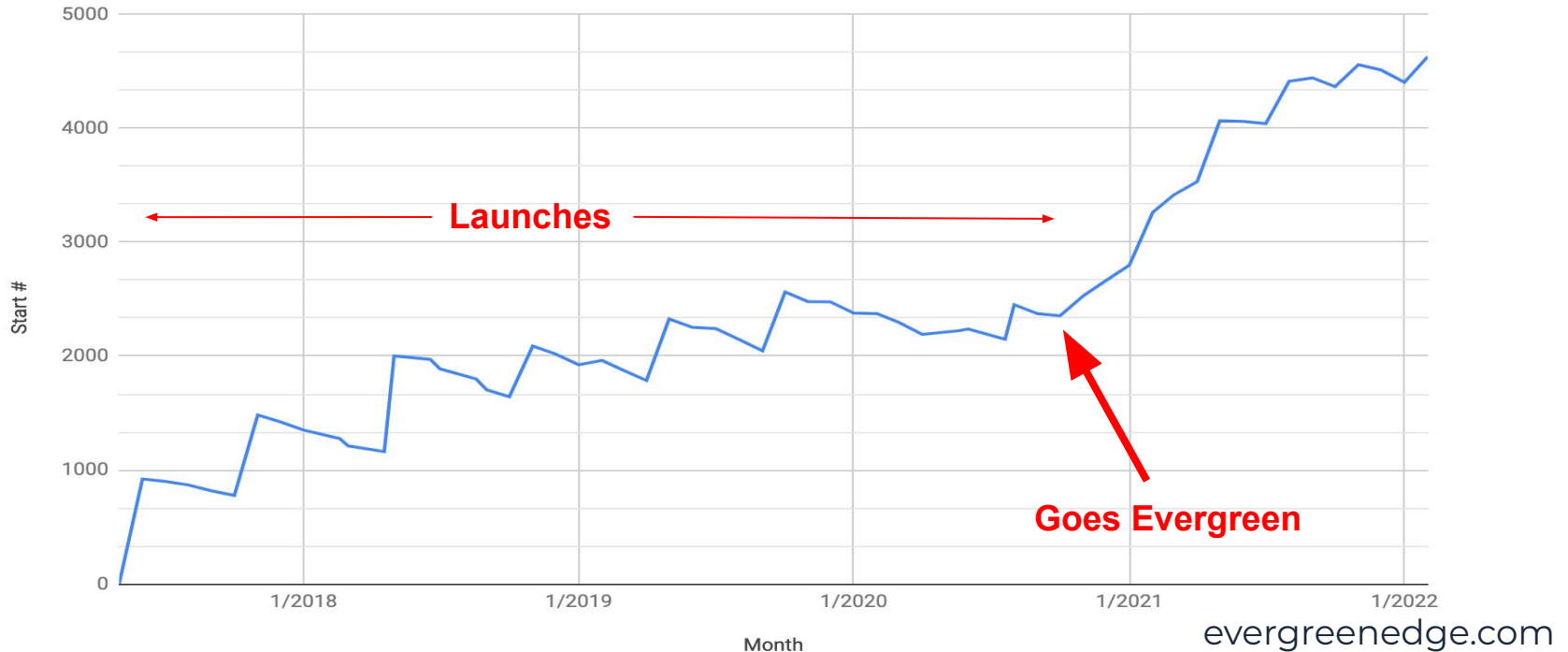
A hiker with a backpack stands on a rocky peak, looking out over a vast mountain valley at sunrise or sunset. The scene is bathed in warm, golden light, with the sun low on the horizon behind the hiker. The hiker is silhouetted against the bright sky. The valley below is filled with green hills and forests, with distant mountain peaks visible in the haze.

## The Launch Plateau

**CHURN = LAUNCH GROWTH**

# Membership Goes Evergreen

# of Members Over Time





Hi, I'm Scott Paley

abstractedge

nonprofit   
**LEADERSHIP LAB**  
Because the World is Counting on Us.

[evergreenedge.com](http://evergreenedge.com)





“Working with Scott, we doubled our investment in less than a year! The power of evergreen is phenomenal!”

**Carrie Green**

Founder, Female Entrepreneur Association



“We had been stuck around 800 members for a while and this program helped us get to 2,500 members in just 5 months. I can’t believe how fast we grew!”

**Sonia Stringer**

Founder, Business Academy for Women



“I love launching, but launches give us a very short window to optimize the experience. Evergreen gives us the opportunity to dial things in so much faster.”

**Stu McLaren**

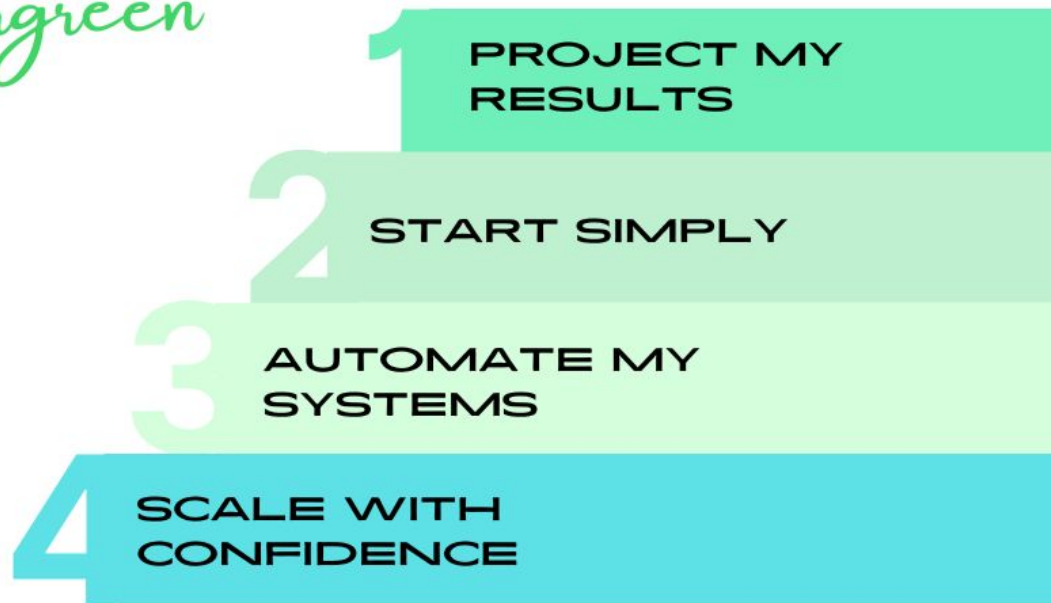
Founder, The Membership Experience and Searchie.io



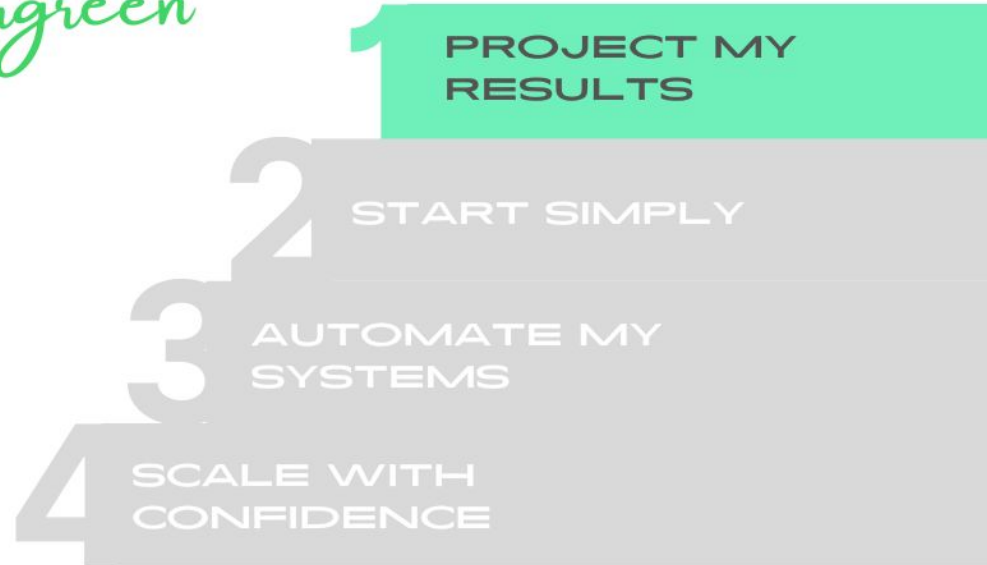


[evergreenedge.com](http://evergreenedge.com)

# 4 STEPS TO *Evergreen*

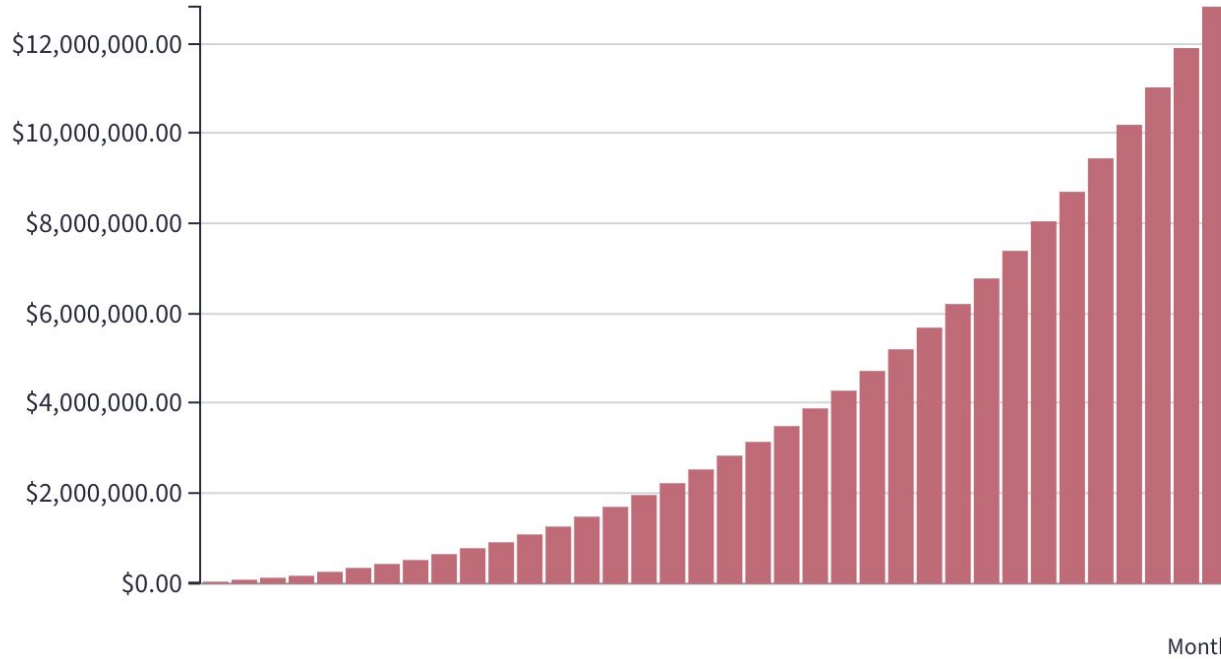


# 4 STEPS TO *Evergreen*



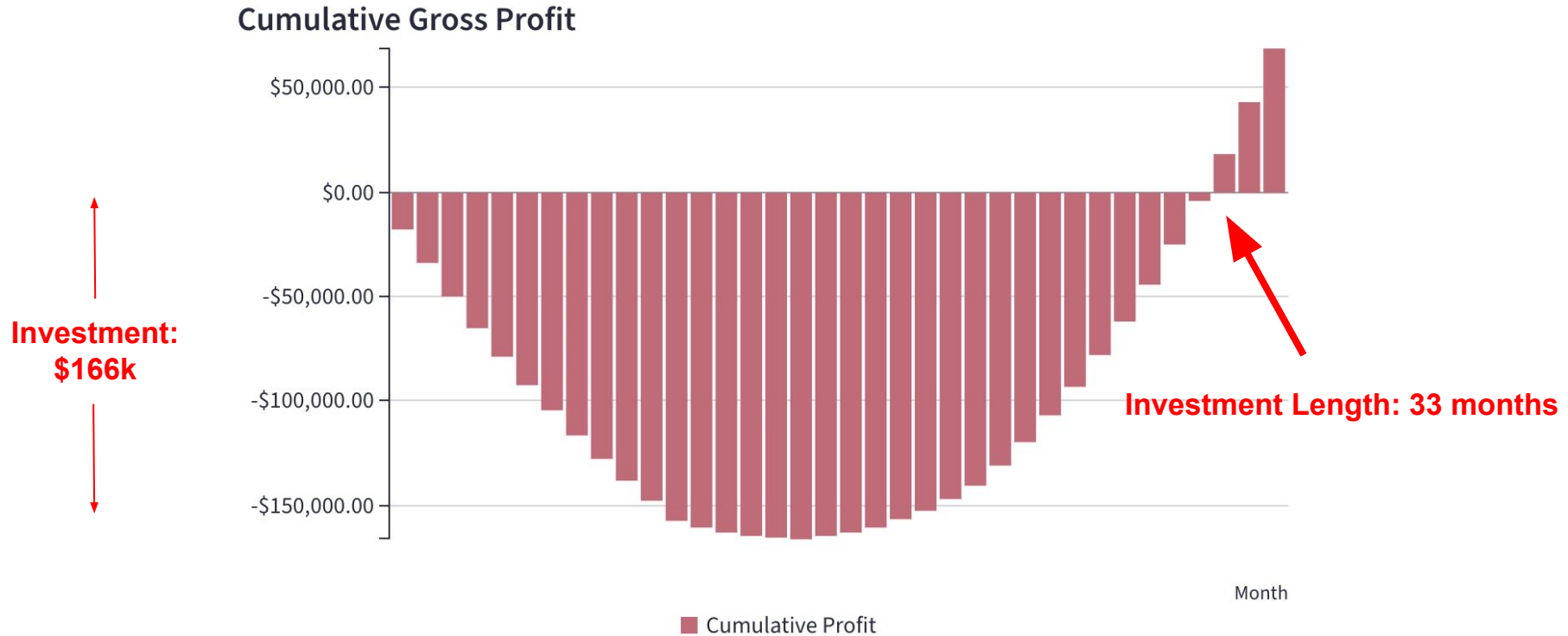
# Scenario 1: The Ideal

Cumulative Gross Profit

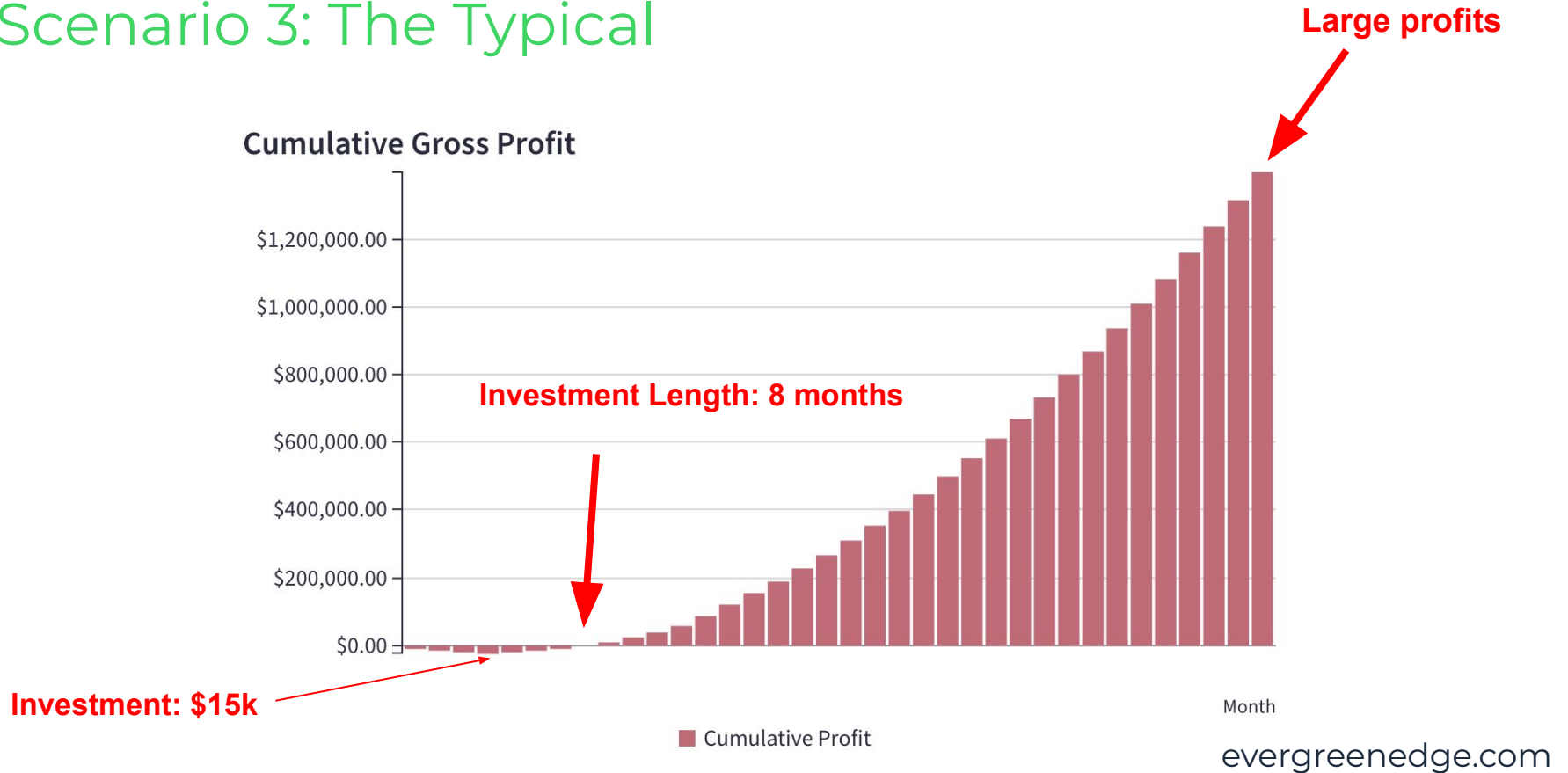


■ Cumulative Profit

## Scenario 2: The Problem



## Scenario 3: The Typical

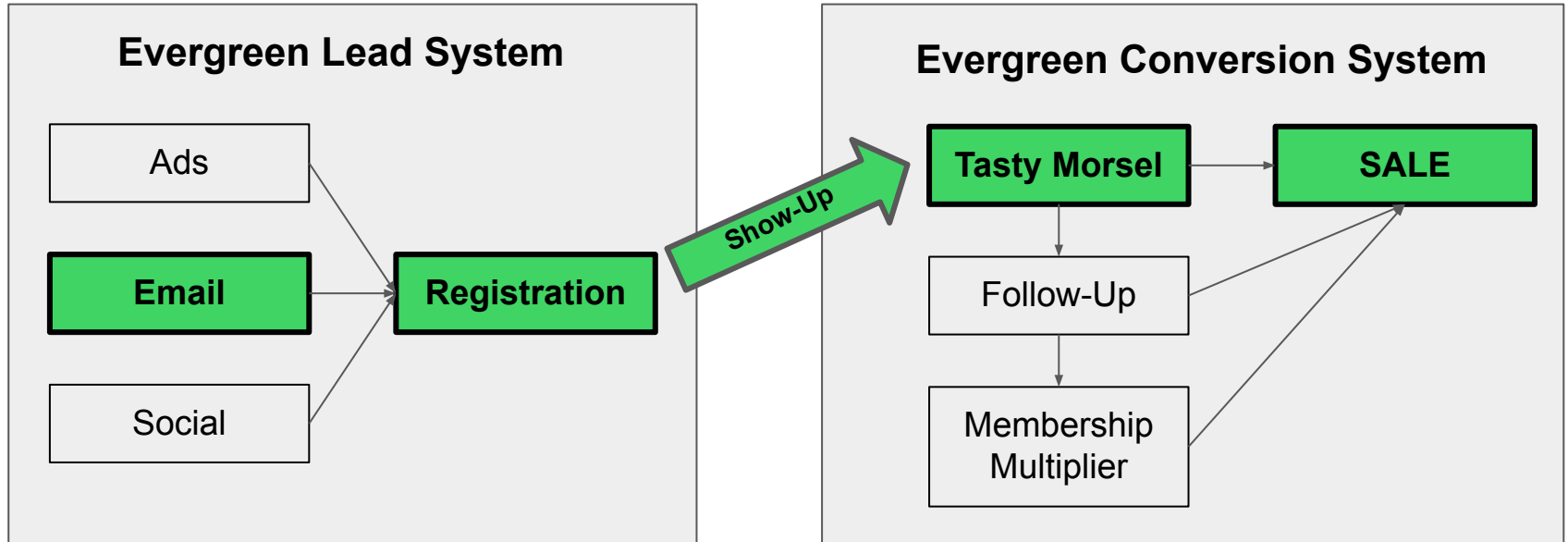




# 4 STEPS TO *Evergreen*



# Start Simply



# Types of Tasty Morsels

- Webinar
- Workshop
- Masterclass
- Presentation
- Webcast
- Deep Dive
- Challenge





## Your Tasty Morsel

- Attracts and Qualifies
- Clarifies Value
- Warms & Builds Trust
- Increases Desire
- Converts to Sales
- Sets Up Retention



# Tasty Morsel Best Practices

1. **TEST** your topic before committing
2. Build **CONNECTION** all throughout
3. Focus on **TRANSFORMATION**
4. Establish **AUTHORITY/CREDIBILITY**
5. Eyes on the **PRIZE**
6. **INVITING**, not **SELLING**

## Testing Your Tasty Morsel

1. Go live **SEVERAL TIMES** each time to a **SEGMENT** of your **WARM AUDIENCE**
2. Give **1 WEEK** of lead time at most
3. Get enough **DATA**
4. Follow up with **MANUAL EMAIL BLASTS**



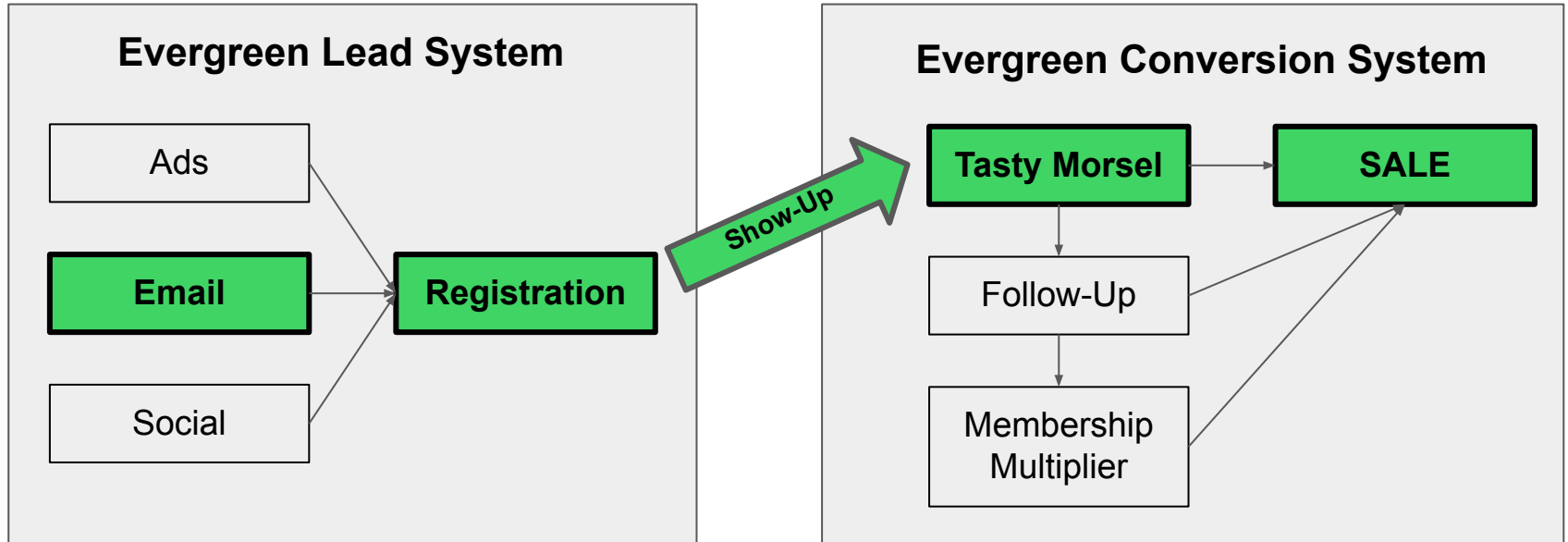
# What You're Looking For

- 40%+ Attendance
- 10%+ Conversion
- If it isn't working...

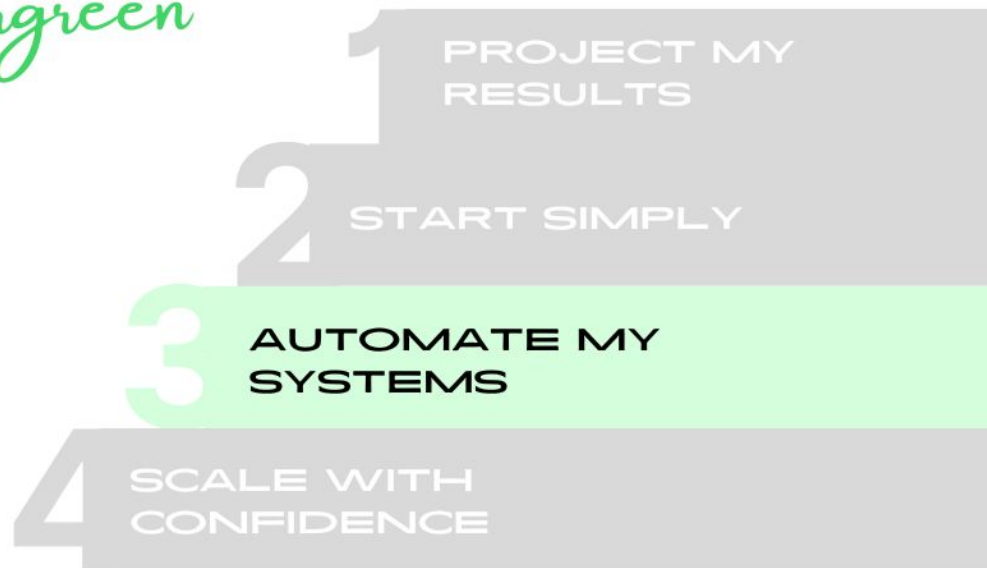
# Improve Results With Bonuses

- **Sign-up / Show-up Bonus**
  - Paid = Sign-up, Free = Show-up
  - Widely relevant, existing list builder
- **Stay Bonus**
  - Helps them implement what they learned
  - Specific to Tasty Morsel - doesn't make sense without participating
- **Join Bonus**
  - Super juicy and high-value
  - Only available to paying members

# Start Simply



# 4 STEPS TO *Evergreen*



# What to Automate

1. Schedule
2. Calls-to-Action
3. Chat
4. Captions
5. Follow-up Emails



# 4 STEPS TO *Evergreen*





# Your First Cold Ad Campaign

1. Use Facebook
2. Find interest-based or lookalike audience in the 1 - 5 million range
3. Spend \$500 - \$1,000 at most



# The Owl Method

1. Ad testing
2. Registration Page testing



# The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate
3. **ATTENDANCE** Rate
4. **CONVERSION** Rate

# The 4 Key Metrics

1. **COST** per **CLICK**

# The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate

$$\frac{\text{Registrants}}{\text{Registration Page Views}}$$

# The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate
3. **ATTENDANCE** Rate

$$\frac{\text{Attendees}}{\text{Registrants}}$$

# The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate
3. **ATTENDANCE** Rate
4. **CONVERSION** Rate

$$\frac{\text{New Members}}{\text{Attendees}}$$



A close-up photograph of a hedgehog with brown and white quills, sitting in green grass. The image is slightly blurred in the background, focusing on the hedgehog's head and back.

# Baseline Cost Per Acquisition

**Cost per Click**

÷

**Registration Rate**

÷

**Attendee Rate**

÷

**Conversion Rate**



# Small Improvements = Big Results

- Cost per Click: \$1.00
- Registration Rate: 20%
- Attendance Rate: 40%
- Conversion Rate: 8%

**CPA = \$156.25**

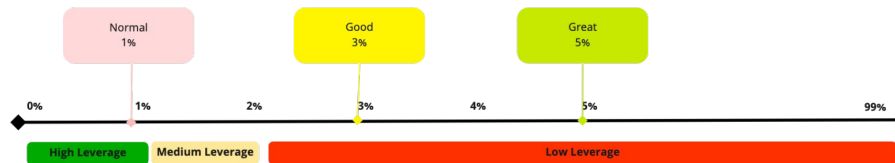
# Small Improvements = Big Results

- Cost per Click: \$1.00 -> \$0.95
- Registration Rate: 20% -> 25%
- Attendance Rate: 40% -> 50%
- Conversion Rate: 8% -> 10%

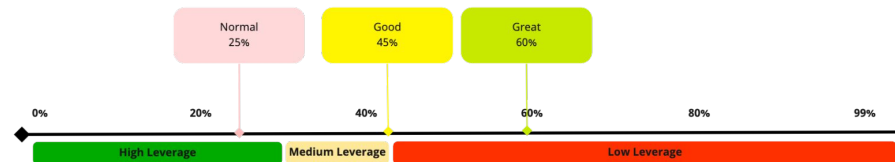
**CPA = ~~\$156.25~~**

**\$76**

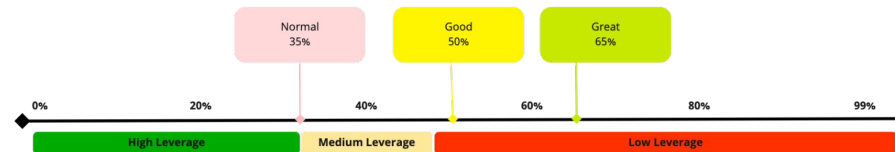
## Ad Click Rate



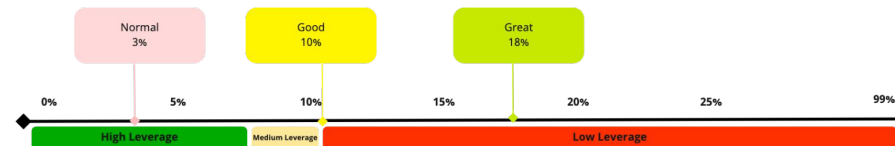
## Registration Rate



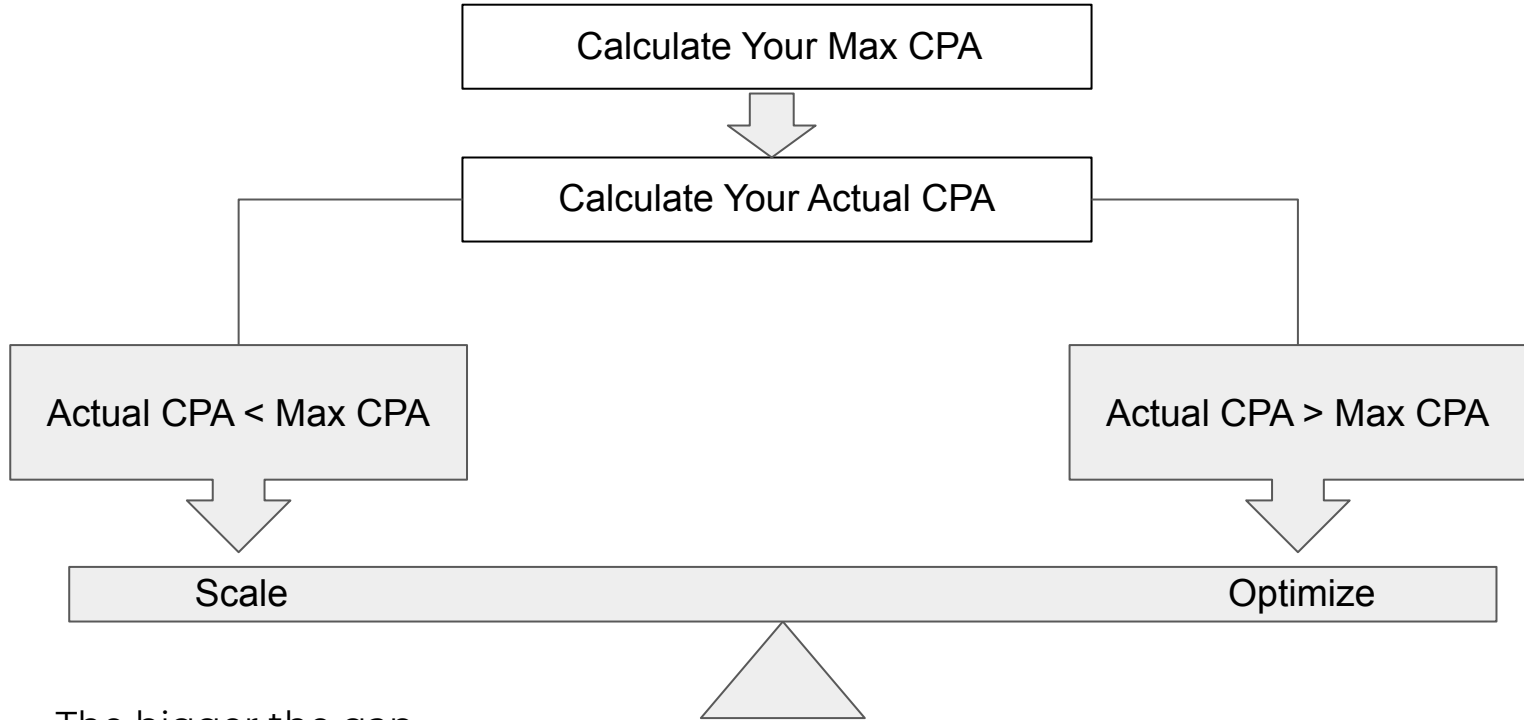
## Attendance Rate



## Conversion Rate



# Mind the Gap



The bigger the gap,  
the more room you have to scale!

## What Would It Mean to Go Evergreen?

Breaking through my **LAUNCH PLATEAU**, I could \_\_\_\_\_

Reducing my reliance on **LAUNCHES**, I could \_\_\_\_\_

With more time to **SERVE**, I could \_\_\_\_\_

More consistent **REVENUE** would let me \_\_\_\_\_

With constant **FEEDBACK** and faster **ITERATION**, I could \_\_\_\_\_

A hiker with a backpack stands on a rocky peak, looking out over a vast mountain valley at sunrise or sunset. The scene is bathed in warm, golden light, with the sun low on the horizon behind the hiker. The hiker is silhouetted against the bright sky. The valley below is filled with green hills and distant mountain ranges.

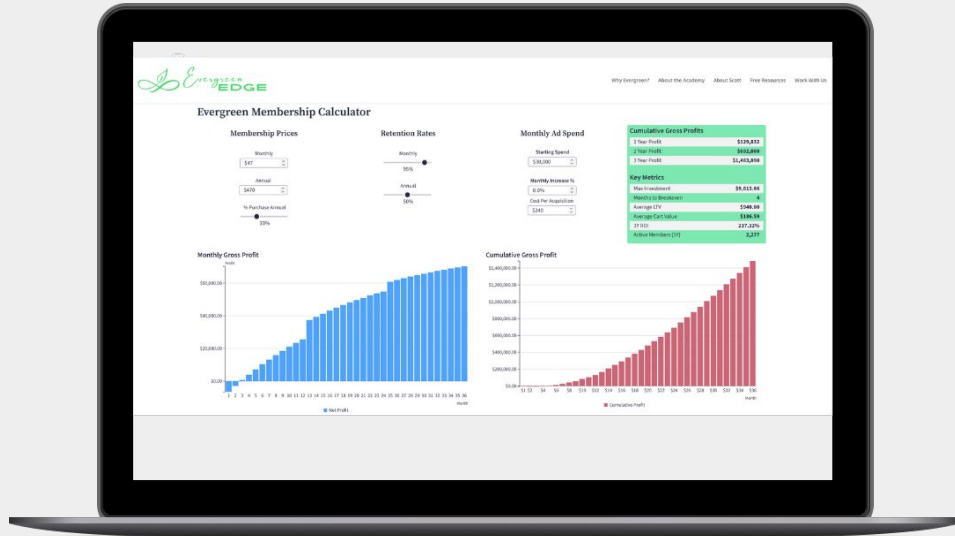
What Would It Mean?

How would your membership (and  
LIFE) change with a consistently  
profitable evergreen funnel?

[evergreenedge.com](http://evergreenedge.com)

# Access the Evergreen Calculator

[evergreenedge.com/calculator](https://evergreenedge.com/calculator)



[evergreenedge.com](https://evergreenedge.com)



# Evergreen Edge Academy

- Trainings
- Coaching
- Community
- Tools and Resources





# Evergreen Edge Academy Is For You If...

- You have a successful membership site
- You want to grow in a big way
- You want to spend less time selling and more time loving on your members
- You want fewer eggs in your launch basket
- You want better insight into your future revenue projections
- You want a chance to iterate and test learnings more rapidly
- You want to implement evergreen faster
- You want to leverage best practices from a proven roadmap
- You want the expert support and peer encouragement as you build and deploy your evergreen funnel



“Your knowledge and expertise on this topic is world class and you have an awesome program. Knowing my numbers... the calculator has given me the confidence to scale my business.”

**John Michaloudis**

Founder, MyExcelOnline.com



“I’m totally grateful for this opportunity – I wouldn’t have evergreen launched if you hadn’t offered this program.”

**Susan Bradley**

Founder, The Social Sales Girls



“The Academy has been highly valuable and super clear on what needs to happen and get done to make evergreen a success! I was really happy with everything I’ve learned and taken away from the Academy. Definitely worth the investment for sure. 💪❤️”

**Caitlin Mitchell**

Founder and CEO, EB Academics



What Does It Cost?

**\$297 per month**



# What You Get

- **Trainings** that cover every item on the Evergreen Roadmap Checklist
- **Time-saving templates** that you can adapt for your own use
- **Support** of the Evergreen Edge community
- **Systems and tools** to make tracking your metrics easy (even if you hate math)
- **Weekly live office hours** with Scott

**\$297 per month**

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- **BONUS:** My evergreen tracking spreadsheet
- **BONUS:** Advanced Evergreen Calculator
- **BONUS:** Massive discounts on one-on-one coaching

**\$297 per month**

[evergreeneedge.com](https://evergreeneedge.com)



Fast Action Pricing Bonus

**Just \$197 per month!**



[evergreenedge.com](http://evergreenedge.com)

# What You Get **As A Member**

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**~~\$297~~ \$197 per month**



A photograph of a mother kangaroo and her joey in a grassy field. The mother kangaroo is on the right, standing and looking towards the left. The joey is on the left, standing and looking up at the mother. The background is a grassy field with some dry patches.

Workshop Only Bonus...

**Add an additional team member for no extra cost!**

# What You Get As A Founding Member

- **Trainings** that cover every item on the Evergreen Roadmap Checklist
- **Time-saving templates** that you can adapt for your own use
- **Support** of the Evergreen Edge community
- **Systems and tools** to make tracking your metrics easy (even if you hate math)
- **Weekly live office hours** with Scott
- **BONUS:** A Guide to Evergreen Onboarding
- **BONUS:** My evergreen tracking spreadsheet
- **BONUS:** Advanced Evergreen Calculator
- **BONUS:** Massive discounts on one-on-one coaching
- **BONUS:** **Add a team member**

**~~\$297~~ \$197 per month**

[evergreenedge.com](https://evergreenedge.com)



**Join the Evergreen Edge Academy Now**

**[evergreenedge.com/join](https://evergreenedge.com/join)**

[evergreenedge.com](https://evergreenedge.com)

# Q&A



[evergreenedge.com](http://evergreenedge.com)