

**Lesson 4:
Accommodating All Learning
Styles – The Multi Client
Pathway**

Welcome to the fourth lesson!

In the last lesson, you learned why Gamification and Prizification™ are powerful tools to engage your clients.

Remember that each lesson represents one proven methodology.

In this intro course, I am covering some of our key strategies. However, because it's an intro course, I can't go deep into some of the specific ways we deploy them. In fact, we using more than a dozen different strategies and that number keeps expanding.

My master course is unique because it's taught by builders of E-learning and membership websites. We aren't journalists or "researchers." We're in-the-trenches builders and doers who reject untested theory and believe that the best way to achieve excellence is through measuring, making incremental improvements and repeating this process. We do one thing better than most, and we spend days and nights rolling up our sleeves and getting our hands dirty.

You learn from our mistakes! I am teaching you what's working now and driving our client's completion rates close to 50%.

In today's lesson, you will learn:

- What are the key components of a successful multi-client pathway
- Why multi-client pathways generate retention for all client types, increasing your completion rates and profits
- What are the benefits to your customer and yourself by implementing a multi-learning pathway to your e-learning course

The Multi-client pathway is the structure we create to build our clients' courses.

Just like the name implies, we create two channels for the customers to consume our content. Each pathway provides the learner the flexibility to move through their course at their preferred pace. For example, as you are going through this course, we've set a specific order and timeline in which you must complete the lessons while giving you the freedom to complete them all in one day if you wish. Remember in the first email we gave you access to all the emails at once, in case you were eager to go all the way - right away.

Multi-client pathways work because learning is sequential; when you give your clients a structured linear channel, it will increase customer engagement, comprehension, and graduation rates. Allowing clients to move at their pace radically increases graduation rates because we are meeting our customer's needs.

Multi-client pathways were developed to generate retention for all client types which we'll cover in a minute.

First, let's talk about the history of membership and E-learning sites. At the beginning of the internet, when we bought an online course the educator would send us an email with all ten links for all ten lessons.

In addition to creating a small engagement environment, students were forwarding those emails and the educators lost revenues and had people easily copy their content.

After some time, a web developer came up with the idea to put the ten lessons behind a protected website page – viola, the first E-learning platform. The problem arose when customers logged in and saw all the content on one page. They would quickly get overwhelmed and disengaged, once again creating low engagement rates.

The next evolution of membership and E-learning sites was the drip method; you send your clients one lesson a week. Lock down each lesson and when seven days pass, the next lesson becomes available. The locking down of content would solve the overwhelming problem and create a new, unexpected problem I call the Ketchup Effect.

How can you possibly create an effective client pathway without understanding and identifying your customer needs?

Let's jump into the four personality types and associate them with the multi-client pathway.

In a Hubspot blog article titled *How to Sell to 4 Different Personality Types*, they referred to an original article written by author Malcolm Gladwell called *The Ketchup Conundrum*. Here is the link for your reference because I am going to summarize the articles quickly.

<http://blog.hubspot.com/marketing/sell-different-personality-types#sm.000009ebddixifd4uv6oba65e096r>

<http://www.newyorker.com/magazine/2004/09/06/the-ketchup-conundrum>

Gladwell said that unless you are the rare brand with the overarching appeal like Heinz Ketchup, you need to optimize your food product to present and sell it to the widest possible audience.

Picture yourself walking down the food aisle and checking out the mustard section. There are more than 20 types of options? Why? They are competing for the widest audience.

Hubspot talks about selling to four personality types for maximum success: assertive, amiable, expressive, and analytical.

I like to use a simple example from a sales training company. They use the acronym BANK.

B stands for blueprint, and these are folks that live in the box, follow instructions and love structure. They love to follow a prescribed pathway and see things checked off their list.

A stands for action types. These are your type "A" personalities. They want their information quickly and in bulleted forms. When they make a decision that they want an outcome, they want to move at lightening speed to get it. They want to go as fast as possible and don't like constraints.

N stands for nurturers, and they want to know there is a bigger purpose associated with what they're doing. They love to talk about their successes and challenges and engage with others. They like to be acknowledged.

K stands for knowledge, and these are your spreadsheet loving folks. They love numbers and are very analytical. They are very methodical with their actions and decisions. They calculate everything they do, and like structure and to see where they stand.

Keep in mind that each customer will be a mix of these personality types and don't fit neatly into one category. However, once we're familiar with these types, we can customize our multi-channel client consumption pathway.

Let's connect the BANK sales acronym to a person named Joe. Let's assume that our customers fall equally into each of the BANK category types. Joe is Type A. He is the action orientated and wants to move as fast as possible. He's your typical type-A student and wants results quickly. He purchases your course and logs in and completes lesson one. You are using the common drip linear client pathway and releasing one module each week.

At the time of Joe's purchase, he is not aware that you are restricting his consumption. Joe finishes lesson one, and he is clicking all over your site trying to move to lesson two. No luck for Joe! You have him locked down.

Let's analyze Joe's experience. Imagine being in Joe's shoes. First, you must feel Joe's frustration. Joe suffered a lack of transparency (non-disclosure of limitations of the drip content methodology) when he bought your product. Remember he is an "A," when Joe can't move as fast as he wants through your course and consume your material he also feels disappointed and perhaps even angry.

What's the cost of this experience for you?

If you are lucky, you won't get a refund or chargeback from the credit card company. Factor in 86% of consumers stops doing business with a company after a bad experience (customer experience impact report 2011 by Harris Interactive/Rightnow 2010). 91% of unhappy customers will not willingly do business with you again (Lee Resources).

It's 6-7 times more expensive to acquire a new customer than to keep an existing one.

Add in our profit margins when we gain a new client to replace Joe is up to 20% and if we earned the opportunity to cross-sell Joe, we would enjoy profit margins up to 80% on a higher priced product.

This situation is just one of the spokes that force educators into the very challenging client replacement business; it's a big problem.

All of this happened within minutes after your customer finished your first lesson.

This horrible situation might account for the fact that we only see 3%, 5-8%, 8% and 12% average graduation rates among business opportunity, MOOC's, Udemy, and personal development courses respectively.

So what's the solution you ask?

Use my Multi-Client Pathway!

It's important to understand the benefits your students will experience when you use a multi-client pathway because there is a direct correlation between their success and yours.

Let's take a look at the benefits:

- 1) a system designed for their success
- 2) a process leading them through the course to assure maximum comprehension
- 3) a linear path, which is the maximum suggested time they should complete the course
- 4) a linear path automatic accountability system
- 5) an accountability system that can contact them by email, text or send them a recorded message
- 6) an internal message to the coach or customer service department alerting a human being that a student has entered the red zone
- 7) a system designed to meet all of the personality types
- 8) a system totally flexible and allowing each student to move through the course at their pace
- 9) a controlled system providing the ability to speed up but not skip around
- 10) a controlled system making sure they are comprehending the information before they are allowed to move on
- 11) a system nurturing them along the way
- 12) a system keeping their competitive juices flowing

There are so many components to setting up an efficient multi-client pathway, and this introduction lesson is getting very long.

I go into extensive detail in our Client Engagement E-learning and Profit Mastery Course and best of all, if you're a client, you get to experience the dual pathway for yourself. You will also get my special bonus - for a limited time I am offering you a generous price reduction.

Click [HERE](#) to learn more and purchase the course.

Additionally, I go into much more detail during my live master class. Not only do I deep dive into some of these strategies, you get access to me at the end of the class to get your specific questions answered.

Register [HERE](#) for the next master class - it's FREE

My next lesson is super powerful so don't delay - LMS Platforms and why one size doesn't fit all.

Be well,

Mike

P.S. Have you entered a comment or shared a question or a win in the comments section? If not, try it. We don't bite.

