



Why People Quit

Lesson 10: Implement _____ to Prevent Cancellations from Even Happening

Scott: We've come to the very final step and the final step is this: implement systems to keep people from canceling in the first place. I want you to keep people from canceling and keep it from even happening in your membership program. You might be thinking, "Okay. What do you mean by systems?" Well, if you've been around me for a while, maybe you've been to my coaching and you've heard me talk about systems already, you know I'm a systems type guy. I like to have systems in place for different things and I actually believe every membership business operates off of systems. Now, I'm not talking about a system like a computer system or a program like that. I'm talking about a systematic process by which you can operate and run your membership business.

A system is simply this; a system is anything that saves you stress, time, energy and money. I'll let you write that down on your action sheet. A system is anything that saves you stress, time, energy and money. That's really what a system is. As a matter of fact, if you think about all of the areas in your membership business that are causing you stress, that are taking up the most of your time or zapping away at your energy or costing you money, it is because of the systems you have in place. The reason why people are canceling their membership could very well be because of the systems you have in place in your membership business. Let me give you an outline and an overview of these, what I call; the seven systems of a growing membership business.

It's the seven systems of a growing membership business and you can go to my website at whypeoplequit.com or shoot me an email. If you want to pick these up. It's a video course, a video training just

like this where I will walk you through and I will help you implement systems every step of the way. The first system is this; the content system. Yes, people will cancel their membership based upon your content system. You might think of, "Well, what do you mean by content?" I mean, that is really, what you provide for your membership. That's when you're going to provide it. That's how you're going to provide it. That's the content system. For those of you who have maybe a service based type membership, it's the services you provide for your members. It's the services and when you're going to provide them and how you're going to provide those services.

I walk you through a very detailed step of creating this system so that you won't have members canceling their membership based upon your content or your services. The next system is assimilation. How do you take somebody who just joined your membership and get them fully engaged? If people are canceling their membership at almost as soon as they pick up the membership, you have an assimilation problem and an assimilation system problem. I want you to do certain things to get people fully engaged in your membership. I want you to think through, what do you want members to believe. You might think, "Well, that's kind of strange isn't it? I mean, we're a service based business or our membership, it's not necessarily about certain beliefs."

I want you to think about this, when somebody joins your membership, they actually say, "I joined that membership." Now, in actuality, you call them a member but they say, "Well, I just signed up for ... I just joined." It's not till they're assimilated in your membership program that they say, "I am a member of ..." what do you do along the way, to get them fully engaged to where they believe in your membership program? They believe that they are a member in your program. The next word is achieve. What do you want every member to achieve? What quick win can you give them? What steps can you quickly create for them so that they receive the

immediate benefits and rewards of being a member in your program?

Then, what do you want every member to receive? What do you want every member to receive? I walk you through a very detailed plan that you put in place so that every member is assimilated and that they are receiving things from you, they're receiving benefits and the engagement of the membership. That's the assimilation system. The next system is the marketing system. That's the system where you begin to market your membership, to go out and get prospects coming into your membership business but it just doesn't stop there. You have to market to your members. Here's what I found is that, just because somebody joins your membership and they may be a member for six months even a year, maybe even have been with you since the very beginning, that doesn't mean they fully know all of the benefits that your membership provides.

Now, you and I would think, "Of course they know. They've been a member. They're involved. They're engaged." You have to market your membership, to your very own members to remind them off all the benefits they receive. At the same time, I want you to constantly be getting new members so in getting new members, you have to have a marketing system that goes out and gets new members to join and to sign up for your membership. That's the marketing system. Next is the retention system. The retention system. Listen, people sign up and stay with membership programs because of the results your program is getting them and the relationship that they have.

Results and relationship. Now, you might think a bit through, as the benefits, it's very easy to see the results that you want to bring about for your members but others, you might say, "Well, I'm not so clear on the relationship side of it." Well, your membership has an opportunity to either create a relationship with you or to create a relationship with other people in the membership program. The greater the results that people have and the greater the relationship

they have either with you or with other people or even some affinity relationship to where they feel like they're a part of something bigger than themselves, the greater that they have that relationship and those results, the more likely they're going to retain and stay in your membership program.

The next system is the ascension system. The ascension system. Now, I like for every membership business to have at least three levels and really, I shouldn't say at least. I really like to say no more than three levels so that every member or prospect that comes in, can look and see that there's the opportunity for growth. By the way, when somebody cancels their membership, one of the offers you can make to them is for them to ascend. They may be saying, "I've gotten everything that I can get out of this membership." That's a great time for you to say, "Have you ever considered upgrading your membership? Upgrade your membership to the next level." Here they are, they're thinking about canceling but you're able to get them to upgrade their membership. At the same time, you might be able to get them to downgrade their membership.

The ascension system is all about moving people upward in your membership program and, in the event where they want to cancel, you have the opportunity to move them downward or downgrade their membership. That's the ascension system. The next system is the strategy system. That's where I like to think where we're going to go to work on your business. That's what we've been doing in this training. We've been working on your business. It's the principle of Canej, constant and never ending improvement. Constant and never ending improvement. I want you to be looking at your retention rate. I want you to be looking at your assimilation rate. I want you to be looking at your marketing effectiveness and your ROI. I want you to be looking at all the numbers in your dashboard and looking for opportunities to improve your membership business. That's the strategy system.

The last system is the leadership system. The leadership system. Every growing business is lead by a growing leader or leaders. Every growing business is led by growing leaders. What are you doing to grow? Part of it is this training. Part is the coaching network that you've been in with me. I encourage you and congratulate you on taking these steps. Again, it was a great decision that you made and you're different now than when you started this training. You're different now, than when you started my coaching. Part of the leadership system is that you've got to be growing as a leader and you have to have a system in place. That's what I do for you with the seven systems of a growing membership business. I give you a done with you, step-by-step plan where you can have these systems in your membership business and know that these systems are at work.

Now, I want you to think for a moment. What is the strongest system in your membership program? Is it the content system? Is it the assimilation system? Marketing? Retention? Ascension? Strategy? Leadership? What is the strongest system in your membership program right now? Write that down on your action sheet. Now that you've got that system, what is the weakest system in your membership program? Again, content, assimilation, marketing, retention, ascension, strategy, leadership? Which of those is your weakest system? Your membership business is only as strong as your weakest system. Your membership business is only as strong as your weakest system.

I want to invite you, I want to invite you to allow me to go to work on your business, through these seven systems. Let's make your membership business stronger. Let's make it grow. My body has many systems. Your body has many systems. I mean, we've got the respiratory system, the cardiovascular system, we've got all different systems that run our body. When your body is healthy, it is because we have healthy systems. I don't understand how my cardiovascular system completely works. I don't even understand all of the elements. I just know that I've got a cardiovascular system and it's working in my body. When that system is strong, it impacts the other



systems of my body but when that system is weak, it impacts the other systems in my body as well. When you have a healthy body, it's because you have healthy systems.

When you have a healthy membership business, it's because you have healthy systems. When your business is growing and thriving and you're keeping people and you're getting new members and increasing retention and keeping people from quitting, it's because of the systems you have but, when you're stressed, when you're losing out on energy, your time is being taken away from you and you're losing money, it's because the systems in your membership business are unhealthy. I want to do everything I can to help you have a growing membership business through the seven systems of a growing membership business. Let's do that together.