

Why People Quit

Step 8: Create a _____ Campaign

Scott: Now it's about this time you might be thinking, "Okay, what's left to do? I called them, I had the conversation with them, I followed up with them." Some of them you've rescued, that's great but what do you do with those people who actually canceled their membership? Well, this is where the real fruit is, this is where the real opportunity is for you to keep every person from canceling your membership. Step eight is, I want you to create a reactivation campaign. I want you to do everything you can possible to get them back.

They canceled, they quit your membership. Put them in a reactivation campaign where you're going to make every effort to continue to get them in your membership. Now, I'm not talking about trying to be salesy or overbearing but I want them to know, I want every member who canceled to know that my membership matters and that your membership matters, and that there's an opportunity for you to further help them.

I want you to put together a reactivation campaign. Let me give you a sample, a very basic sample campaign and what that would look like. Now keep in mind they're still, after the phone call they're still being led up to the deadline so that's a little mini-campaign in itself but what do you do after the deadline has passed? What do you do the day after the deadline? Well, here's what I want you to do. Forty-five days after your phone call, not after the deadline, 45 days after that initial phone call where they said they were going to cancel their membership I want you to follow-up with another phone call.

I want you to just say, "Hey, I'm just checking in. I just wanted to see how things were going. We talked a couple of months ago and you canceled your membership. I remember on our phone call that you said you were going through ..." Whatever their circumstances were. Insert their reason for canceling. "You were going through financial difficulty. You matter to me so I just figured I would give you a call

and see how you're doing." Again, you're not offering anything, it's just a personal contact. Let them talk.

They may say, "Yeah, we're still facing that struggle, we're still going through this." You can then just say, "Well hey, I just wanted to check in and see how you're doing." Make the offer to them from the good, better, best option from your pre-call plan and then see what they say. Again, it's a 45 day initial phone call. Then after every phone call you do that email follow-up again and then you follow it up with an offline piece of mail. Forty-five days get a phone call. After the phone call recap the phone call via email and then send them a handwritten note is what I like or a letter or a direct mail piece that you can then try to get them back.

Make that offer and have that as part of every step in this piece at 45 days. Have an offer for your phone call, follow it up via email, and then send them a handwritten note or a letter or a postcard or something that you would then be able to help capture them and bring them back in, and that's at 45 days. Then 90 days after the phone call, basically another 45 days later, I want you to have some sort of we want you back mailing. Ninety days, that's basically three months from the time they originally canceled their membership. I want them to get something that says we want you back.

I want it to be intriguing, I want it to be creative, I'll give you some samples in a moment. Then I want you to send that mailing out via mail, 90 days, let them get it, then have a follow-up email and then drive them to the deadline with reminders. In that 90 day piece you might again say, "Hey, you have two weeks to let us know. We want you back, we've done all of this. We're going to give you even more bonuses." Create an even greater offer and drive them to that deadline and then set up reminders after that.

I want you to be creative. Be creative with this, have some fun with it. There's a great book written by Bill Glaser called *Outrageous Advertising* that's outrageously successful. There are a number of

great ideas in that book to utilize right here for this very creative mailing piece that you're going to do. Now, one that I've actually used and that I saw great success on was a We Want You Back mailing that included a boomerang. Yeah, that's right, a boomerang. Like one of the ones that is like a cheap toy that you can get off of maybe Oriental Trading or some other company like that.

You just get a little plastic boomerang, it fits right inside an envelope, and you put a letter in there and put on the front of it, We Want You Back. Then put your offer in there and all of the benefits that your membership has to offer and make it an outrageous mailing. That you're saying, "Hey, we want you back so bad that we enclosed this boomerang to get you to come back. Here's everything that you've been missing with your membership and we want to do even better and greater and here's ..." and insert the offer.

Now, that is an outrageous mailing. It's creative. Then after that you follow it up and say, "Hey, did you get the boomerang that I sent you?" Send that via email and the subject line says, Did you get the boomerang I sent you? Then again, drive to the deadline with reminders. Those are some creative pieces that you can do and it will set you apart from your competitors. Plus, it will set you apart in their minds. They'll know that you really are doing everything they can to get them back.

You might think, "Well Scott, there's an investment involved in that." Yes, there's an investment involved in that, when isn't there an investment? Make that investment to get them back. If you can get one out of every 10 cancellations to come back just by using that campaign, that campaign is going to more than pay for itself over time with your membership making their monthly investment. Do it, don't fret over this.

Also, in addition to this campaign I want your members who canceled, those people who quit your membership, I want them to receive ongoing marketing from you. Treat them as if they're a

prospect again. I want them to hear about your membership. I don't want it to die out. I don't want you to say, "Oh, well they canceled their membership, we take them out the marketing just because they said no." No, don't do that. Keep them in your ongoing marketing. Make sure that your membership is constantly in front of them.

The reason you do that is this. Just because their circumstances brought them to a point in time where they canceled their membership doesn't mean their circumstances won't once again bring them to a point in time where they want your membership again. I'll say that again. Just because their circumstances brought them to a point in time where they canceled their membership doesn't mean their circumstances won't once again bring them to a point in time where they want to join your membership again. The only way is for you to be there in front of them through ongoing marketing.

Let me encourage you to use your most valuable tool, call them. That's right, call them. Don't just say, "Hey, they're dead to me." I want you to continually, to follow-up with them, to continue to have that relationship. A phone call is one of those most valuable tools that's under used. We live in such a digital age where everybody is relying on email. Well, call them, follow-up with them and just check in with them via phone. Don't be afraid. Don't be afraid of being told no. Don't be afraid of being told no. They're going to say no to you a number of times and that's okay, that's okay.

I once read a statistic, I don't know how true it is but I once read that an average buyer says no five times before they actually buy. Some people actually say 10 times before they actually buy. Just let them say no, eventually they're going to say yes. Their circumstances are going to change, their opportunities are going to change, your membership over time may change so eventually they'll say yes.

Lastly, want you to think about this and I've put in on your action sheet. What are some creative ways you can get people in your



membership? You might take a moment just even now after this video and write down some creative ways that you can get people in your membership. I saw a direct mail piece one time for a speaker who was utilizing a sales piece where he was trying to be a speaker at different events. He sent a speaker with a sales letter to different event organizers and put in all of the benefits and the offer that he has to make for their event, so email the speaker. What are some crazy things that you can do and insert that into your mailing to where it shows up and it sets you apart from your competitors and elevates you in the mind of that canceled member.

Take some time right now. I gave you an idea of the boomerang, I gave you an idea of the speaker. I know the speaker doesn't really apply to this in particular but what are some things in your business that represent your business that you can say, "Hey, we want you back."