

Module 1 - How to Turn a Sign-up Into a Fully-Engaged Member

Lesson 8 - Why People Quit and Assimilation

So in this lesson on assimilation Let's talk about why people quit when it comes to your membership program and the assimilation system. Now you may find it hard to believe right now but people will quit and they will quit pretty quickly after they joined their membership with you if you don't have some things in place at first. So what are some of the reasons that I've heard from membership business owners and actually talking with members about why they quit so soon after they joined a membership program. Well one of those reasons is they just simply don't know what to do first. That's why it's very important for you to make sure you have those first three steps that every new member should take and make sure that you're communicating those first three steps to every member that joins your membership program because time and time again a member will say well I just don't know what to do. I've got this membership I don't know how to use it. I haven't been told I don't know. I mean I haven't cracked open the box because I just don't know what to do first. So. Having those three steps will help you combat the quitter when it comes to them not knowing what to do. And if you're hearing that excuse or that reason for quitting you may want to go back and look at how my communicating those first three immediate steps to members because every member should know where are the immediate next steps they should take within your membership program.

Now another reason that I've heard from actual members from membership business owners is they're saying they don't utilize their membership. They don't utilize the actual membership that you've engaged in. So what do you do. How do you get members to utilize that membership and make sure that they're utilizing it from the beginning. Well I would merely say you cannot be responsible. For every member utilizing your membership. It's unfortunate. But there are actually going to be some members who will join your membership program and may never use it. But stay a member for six months seven months eight months. They may never use the membership but just have the membership for maybe for other reasons maybe they like it because. They're able to tell their friends that they're a member of your program for whatever reason. But you can't be responsible for every member utilizing and consuming your membership program. But that doesn't mean you shouldn't have a clearly identified process set in place for members to consume it and to use it. So when a member says to you I need to quit I'm just not utilizing the membership. Go back to those first three action steps or go back to the most recent items that you've given

them to do. Or go back to the most recent product or service that you delivered and have a conversation about. You know. Have a conversation about well did you enjoy this or did you experience this over here. Maybe it's that they don't understand how it utilize their membership. And so because they don't understand they're saying no and then they're not utilizing it. So look at this as an opportunity to clarify to them how they utilize their membership. They may be right.

They may have never utilized the membership but take that time. Have a conversation with them and show them how to use it and you may save them and keep them from quitting and keep them as a member in your program. Lastly some people are going to quit just because they don't feel like they belong. They don't feel like they have a relationship. That's why it's important for you as the business owner to make sure that you're building the relationship with your members and it may not always be you but you may have some staff. Make sure your staff understand that it's important that we treat our members with respect that they are more than customers to us because they are actual members of our program and that we value them because they value us. And so give them this is that they belong. Build that connection with them. A member may say you know I just don't get the connection here. I don't know other people build the relationship and give them opportunities to have a relationship with other people and build that community. When a member says I don't feel like I belong. It's most often because they don't feel like they have a relationship with you or your staff. Or other members. That's not to say that they have found something that they don't coincide with when it comes to your membership program it is mere merely a relational exchange that is taking place and a fulfillment that they don't feel like they have. So.

In having a good healthy membership business and utilizing this Assimilation system look at the relationships that you can be building between yourself and your members your members and your staff and your members in one another and you will. Very rarely hear the excuse or the reason for quitting that they just don't feel like they belong.