



## Why People Quit

### Tool #5: Put Your Members on Auto-Renew

Scott: Tool number five is, putting your members on auto-renew. Putting your members on auto-renew. Now, if you're not already on auto-renew, and what I mean by auto-renew is, is that, they're membership renews every year or every month. That it is a mutual commitment or an agreement that they've already given you to charge their credit card. Have it on auto-renew. For those of you who have an annual membership, I want you to have an annual membership that is on auto-renew, or if it's a monthly membership, I want it to be on auto-renew. That they have agreed, as part of their agreement up front with you, that you have permission to renew this every cycle, whether the cycle is annual or whether the cycle is monthly.

Now, as part of that, you might be saying well, "Scott, we require checks, that people mail checks to us." Well, I would encourage you to consider how to move people away from that. Now, let me give this disclaimer, and I've got to give it, because there are different state laws and federal laws and they're constantly changing, so you need to check your local state laws and possibly any county laws that you might have. County, state, federal laws, check them all to make sure that what you're doing in your membership business is legal.

I want you to be legal. I don't want you to do anything underhanded. I don't want you to move people who didn't give you agreement to auto-renew, to automatically batch all of those and turn everybody into auto-renew. Just start with new people if you're able to do that, but again, you've got to check your local laws, your state laws, your federal laws, and make sure that you're within the guidelines of doing that, and there are certain things that the government requires you to do, but again, check those. I'm not an expert on law, but I'm an expert on membership, and I know that one of the ways to keep



people from canceling their membership is just to have it on auto-renew in the very beginning.

If you're running the systems and you're running a great membership program, it's not going to matter to them. They're going to be glad you auto-renewed it so that they didn't lose the benefits. So that they didn't lose out on their membership just because they forgot to cancel. It really is a convenience for your members, for them to be able to have that and have that sense of peace that they don't have to worry about their membership being canceled because they forgot to go in and failed to pay a bill or anything of that nature, so I want you to move your membership to auto-renew, and I want you to be within your state, local, and federal laws, so be sure to check those out and make sure that you're legal.