

Why People Quit

Tool #6: Install Engagement Tripwires

Scott: The next tool that you have, tool number six, is engagement tripwires, engagement tripwires. Now you might say, well Scott, I've never heard of that before. What are engagement tripwires? Well, it is my trademark for actually creating different points in your membership program to specifically get your members engaged, to create what I call a tripwire that automatically notifies you a member is engaging in the membership, because that's what you want to do. You want to know that your members are engaging in their membership. What are the specific points where they're engaging their membership and engaging what you're offering and providing for them? To break this down for you, what are the first three to five actions you want every new member to take and use in their membership? What are the first three to five actions? I'm not talking about big actions. It could be very small actions. For example, in my coaching network, one of my engagement tripwires that I have is when somebody updates their password on the membership site, I consider that an engagement tripwire. They have gone in. They have changed their password specifically to something they know. That's an engagement tripwire where I know they're now engaging my membership site.

Another engagement tripwire would be being on one of my coaching calls. They're on the coaching call, and that's an engagement tripwire that I know that you're utilizing. You need to figure these out for your membership business. It could be showing up into your store or into one of your events. That could be an engagement tripwire. I want you to have three to five immediate actions or quick actions that you want every new member to take.

Then I want you to know what are two to three actions you want people to take to continue to increase their engagement with the goal of them staying in your membership program longer? Let me



read that to you again. What are two to three actions you want people to take to increase their engagement with the goal of them staying in their membership longer? For me what I like to do is I like to have a giveaway. When I do a giveaway and people respond to that giveaway, what I'm doing is I'm giving them something that is going to help them and it's a good tool. It's going to help them and keep them longer in the membership because now I'm providing greater value to them. You need to determine what two to three actions you want people to take to increase their engagement.

Then what I want you to do is I want you to identify what are the most common dropoff points that people quit and cancel their membership in your membership program? For those of you who have annual renewals, it could be at the time of their very first annual renewal. You know that their very first annual renewal, if you're able to keep them beyond that, if you're able to keep them beyond the annual renewal, then you'll be able to keep them for years two and three. I want you to know what are the dropoff points? If you run a monthly membership, it might be that month three that they cancel their membership in month three. I want you to know that's a dropoff point. Maybe it's month sixth, ninth, maybe it's month 12. Have something before that month that gets them engaged so that you catapult them past that dropoff point. Utilizing these engagement tripwires in each specific spot, what you will actually be doing is keeping people from canceling their membership. You'll get them engaged at a point before dropoff points happen, and they'll want to stay and keep their membership in your program.