

THE ULTIMATE CANCELLATION CHECKLIST



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MEMBERSHIP
MULTIPLIERS



Step 1: Have a “Pre-Call Plan”

■ **Know “WHO” is canceling.**

- **How long have they been a member?**
- **What products, events and/or resources have they bought?**
- **Know what time zone they’re in.**



Step 2: Prepare to Make an Offer

- **Members cancel for one of three reasons: they're in trouble, under tension or in transition.**

**You should make them an offer!
Can you give them...**

- **Half-price month?**
- **Half-price two months?**
- **Free month?**
- **Tool or resource?**

**Your goal is to help every member
who is experiencing some sort of difficulty.**

Step 3: Have a Conversation With Them!

Reach out via phone as a first choice, and then by email if you don't get an answer.
Ask them, What can I do to help?

I've found that when people request to cancel it's usually because of some difficulty they're experiencing... Allow them to share their concerns and look out for ways you can help them or solve any challenges they may have.

Sample Call Script

Hey [First Name], this is [Caller's Name], and I'm calling from [Owner/Coach/Business Name] and I received a note saying you had a question about your membership.

How can I help? [Discover how you can best help them]

Sample Voicemail Script

Hey [member name], this is [your name], and I'm calling from [insert your business name] and I received a note saying you had a question about your membership.

If you would, please call me back at [Your Phone Number] or, simply reply to this email and let me know when a good time to call would be.

Talk soon.

Voicemail Follow Up Email - [Sent IMMEDIATELY After Voicemail]

Subject: Question about your membership...

I just left you a voicemail. [Owner/Coach] sent me a note saying you

had a question about your membership.

I want you to know that people matter more than your membership. I call everyone who signs up and who cancels. The last thing we want to do is abandon a member who is going through some sort of difficulty.

We want to help!

Please let me know by calling [Your Telephone Number] or just reply to this email and let me know when would be a good time to talk.

Talk soon!

[Your Name]

Step 4: Make the Offer & Ask Them to Stay!

Tie the offer back to how it will help them overcome their trouble, tension or transition.
Think, "If I could make this happen, would you be interested in keeping your membership?"

Sample Phone Call

Hey [First Name], this is [Caller's Name], and I'm calling from [Owner/Coach/Business Name] and I received a note saying you had a question about your membership.

How can I help? [Discover How You Can Help and Make Appropriate Offer] The reason for my call is the last thing we want to do is abandon a member who is going through some sort of difficulty. Just wanted to see if there was some sort of "trouble, transition or tension" and if so I was going to offer [your offer] to try and help.

[Proceed According to the Conversation]

Sample Voicemail Script - [Only make offer on call or via email]

Hey [member name], this is [your name].

If you would, please call me back at [Your Phone Number] or, simply reply to this email and let me know when a good time to call would be.

Talk soon,

[Your Name]

Sample Email

Subject: About your membership...
Hey [Member Name],

The reason for my call and email is that I wanted you to know that people matter more than your membership. I call everyone who signs up and who cancels.

Just wanted to see if there was some sort of "trouble, transition or tension" and if so I was going to offer [your offer] to try and help. The last thing we want to do is abandon a member who is going through some sort of difficulty.

Per your request, I've canceled your membership.

Just know, you're valued and you're welcome back at any time.

[Your Email Signature]

Step 5: Always Follow-Up By Email!

Confirm their cancelation or the offer that they accepted.
THANK them and INVITE them back!

[Email Sample - Declined Your Offer]

Email Subject: About your membership

Hey [First Name],

Thanks for letting me know.

Per your request, your membership has been cancelled and you will not be billed moving forward.

If you have any questions, please let me know.

You are welcome back at any time.

[Your Signature]

[Email Sample - Accepted Your Offer]

Email Subject: About your membership

Hey [First Name],

Thanks for letting me know.

I am excited you decided to accept [Offer/Terms They Accepted].

If you have any questions, please let me know, I am always happy to help.

[Your Signature]

When Someone Does Not Respond

Sample Email - [Sent if they do not respond]

Subject: About your membership...

Hey [Member Name],

The reason for my call and email is that I wanted you to know that people matter more than your membership. I call everyone who signs up and who cancels.

Just wanted to see if there was some sort of "trouble, transition or tension" and if so I was going to offer [your offer] to try and help. The last thing we want to do is abandon a member who is going through some sort of difficulty.

Per your request, I've canceled your membership.

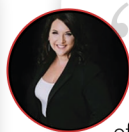
Just know, you're valued and you're welcome back at any time.

[Your Email Signature]



Dan S. Kennedy
NO BS book series
and NO BS Inner Circle

"Scott Whitaker has neatly consolidated the vital truths and fundamentals about what I call 'the membership concept,' which I have used for my own fortune and for countless clients. His advice is drawn from solid, successful experience, not theory. To be a member, it must mean something, and that mean must be systematically reinforced. Scott knows this."



Kim Walsh-Phillips
Powerful Professionals

"In just the first 30 minutes of going through Scott's program, we were able to multiply our membership revenue path more than 300%!!"



Shaun Buck
Newsletter Pro

"Any membership business knows the importance of monthly recurring revenue. However, most struggle to increase their MRR month over month. Just follow Scott's simple advice and you'll accelerate your recurring revenue, get more members, and have a solid membership business."



Michael Rozbruch, CPA
Roz Strategies

"Through Scott's 7-point plan and his proven experience, we were able to create a new level of membership that will significantly increase our monthly recurring revenue. Scott helped us identify underutilized membership assets we already had and capitalized on these, which went a long way to creating our new level of membership. He has a unique ability to develop programs, working backward from the desired outcome, and giving you the step-by-step execution plan!"



Kris Murray
Childcare-Marketing.com

"Scott Whitaker is wicked smart when it comes to planning strategy and tactical execution of all aspects of membership programs. From member indoctrination to renewal to ascension to selling and pitching, you will gain huge value from working with Scott. His ideas when implemented will result in a gain of at least half a million dollars in coaching revenue for my company. Scott verified and clarified things that my team has been telling me for how to change and improve what we do, but it took Scott to help me see the wisdom of changing things up, so we can deliver much more value and make much more money long term from our members. Hire Scott today! You won't regret it."



Oli Billson
Oliver Billson Marketing

"During a simple lunch meeting, Scott showed me how to immediately add six figures to my membership and how to quickly get new members with what I was already doing. If he can do that over lunch, think how much more he can do for you through his book Accelerate."



Brian Duprey
ChildcareMillionaire.com

Scott has been amazing at helping to grow the membership of our coaching program. He is wonderful to work with and truly cares about the growth of our business.



Jeanette Tekoczela
Int'l Association of
Professional
Life Coaches

"Since following Scott guidance, I have increased my income by 50% per month. I've also been able to provide better service, increase member engagement, and have higher retention rates."



Steve Anderson
Workamper News, Inc.

"Scott has taken what can be a complicated process and given us a step by step plan for our membership businesses"

JOIN OUR FACEBOOK COMMUNITY



Join our growing community on Facebook to network with other Membership Business owners to and get feedback on any sales pages or websites you would like to share!

www.facebook.com/groups/MembershipMarketers

MEMBERSHIP OPPORTUNITIES



MEMBERSHIP ACCELERATORS

MEMBERSHIP ACCELERATOR CLUB

You will receive the tools, tips and templates you need to market your membership, get members to sign up and increase the effectiveness of your marketing. You'll go from "selling membership" to ultimately being a solution for you prospects!



MEMBERSHIP MULTIPLIERS

MEMBERSHIP MULTIPLIERS CLUB

Using the "Seven Multipliers" you will be able to get more members, increase retention and keep people from quitting your membership. Multipliers also have access to the Membership Accelerator Club



MEMBERSHIP MAXIMIZERS

MEMBERSHIP MAXIMIZERS

Get even more access to Scott, helping you implement, achieve speed and maximizing your membership growth through personal guidance and coaching

SIMPLE NEXT STEPS YOU CAN USE TO ACCELERATE YOUR MEMBERSHIP

1



Uncovering Your IPM: So That You Know Who You Are Best Able to Attract

Knowing your IPM determines everything for your message. This simple step-by-step process to always know who you're selling your membership to. When you get this one thing right, you'll get more members!

2



Crafting Emails That Get Opened, Get Read, and Get New Members

Learn how to move from writing about your membership to getting people to sign up with proven methods to increase the open rate of your emails by creating urgency and getting people to take action!

3



How To Get More Prospects In A Week Than You Do All Month

You can't get members if you don't have prospects. And once you get a member, great! But now you have one less prospect.

Most gurus out there just focus on trying to get more members but that doesn't work if you're not constantly building your list of prospects. In this masterclass, you'll get the tools and templates to get more members and more prospects.

LET'S START TO ACCELERATE YOUR MEMBERSHIP AT WWW.MEMBERSHIPMULTIPLIERS.COM/STORE !

ABOUT SCOTT WHITAKER



Scott Whitaker is the founder of Membership Multipliers where he coaches membership business owners on how to get more members, increase retention and multiply their profits.

He is the author of "Triple Your Membership in 21 Days... and Do It Over and Over Again Toolkit," "Four Offers You Need to Have To Keep People From Quitting," and "Accelerate: How to Get Your Next 10, 100, 500, or Even 1,000 Members."

Scott has led membership organizations in both non-profit and for profit companies since 1997. He's noted for having built the largest for profit coaching network for pastors of churches; growing from just 72 pastors a year to over 3,000 pastors a year.

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