



Why People Quit Overview – My Story

Scott Whitaker: Hey, my name is Scott Whitaker. And I want to thank you for picking up this training, Why People Quit Your Membership Program and What You Can Do About It. Over the course of this training, I'm going to give you specific tools and next steps that you can take so that when somebody calls to cancel their membership, you know exactly what you can do to keep them from canceling. And then not only what you can do to keep them from canceling, when the chance comes that they're actually going to cancel, what you can do to get them back and recapture them from their cancellation.

And then also I want you to have a specific set of tools and a checklist that you're going to be able to follow so that you process every cancellation in the same manner, in the same way, giving them the best opportunity to stay with their membership. Now, we've got a lot to cover, and I'm going to cover it in a way that is going to be best for you. So I want to encourage you to not skip ahead, and to go through this step-by-step, go through each lesson and each module in the way that I've laid it out for you.

I've been working with membership businesses now for over 20 years. As a matter of fact, I started out as a pastor in a church. And that's a membership business in itself. And then I got involved in a coaching network for pastors. And then I left the church that I was pastoring to go and lead that organization. And through my leadership and the person who founded it, we took that coaching membership from 72 members to over 3,000 members. It was the largest coaching membership in its niche, from pastors. That's right.



Now you might be saying, "Well, what does that have to do with my membership business? My membership business, there isn't a coaching network," or, "My membership business isn't for pastors." What does that have to do?" Well, let me just tell you right now. We're all in the same membership business. We're all in the same business, and that is membership. I'm now coaching membership businesses from all different niches, all different industries. And I have determined, and I've discovered that we really all face the same challenges. And that is members, and providing value to them and in providing resources and services.

We may do it through different industry or different niches, but when it's all said and done, we provide membership to our members. And that's how I'm able to coach you, regardless of the niche, regardless of the industry that you serve. I'm able to come alongside you and show you what others are doing in their membership business, and what others are doing in their industry and in their niche. And we're able to work and collaborate together to be able to provide greater value to our members. We're able to work and collaborate together, and I'm going to share my knowledge with you so that you can increase your retention and keep people from quitting your membership program. So let's get started.