



Why People Quit

Overview –

How Get the Most Out of My Coaching and This Training

Before we go further, let me tell you how to get the most out of this training and my coaching. I want you to do this. I want you to schedule a time to review each module and each lesson. Schedule it. Put it on your calendar. I want you to put a sign on your door that says do not disturb. I want you to put away your cell phone and not take any calls. I want you to log out of your social media and not be distracted. I want you to schedule this time, and I want us to go to work on your business.

You see, here's what happens. When you get up and you go to the office, you begin to go to work in your business. You begin to follow up with phone calls and emails. You begin to look and see what next big project is coming up, and what you need to do. You begin to look at certain numbers on your membership dashboard and begin to look at how you can better serve your members. I want you to not go to work in your business. I want you to go to work on your business. I want you to have this time set aside, where you get on the balcony of your membership business and you look down on it and you look at and you see it from a different perspective.

I want you to begin to see your members from a different perspective of why they're quitting and why they're canceling and how you can really help them. I want us to go to work on your business together so that we can provide the best membership possible for your members. Next, I want you to share this with any staff members you have. For those of you who lead a larger organization where you have staff members who are following up with cancellations ... maybe you have a membership manager who is overseeing the management of the membership itself.

I want you to put your staff and key leaders through this course. I don't want you to have to train them. Just go ahead and let me train

them. Now, I'll say this course is designed for you. It's one per membership business. You can share it with anybody inside your business, but that doesn't mean you can share it with those outside of your membership business. You can't share this with your members. You can't share it with other friends or anything like that. That would actually be a violation of the copyright, so I don't want you to do that.

But I want you to maximize this course by training your staff and allowing me to train your staff for you. Then, I want you to participate in my group coaching calls. I've got membership organizations and businesses from all over, some in Canada, some in Mexico, and just all over the US here. And they're from all different niches and all different industries, and we all come together for those coaching calls to apply the best practices that I'm sharing with you and ... like, here for my latest learnings and what I'm doing with my private clients, so that you can then go back and put it in your membership business and give you the ... and I can give you the tools so that ultimately, you can get new members, increase retention, and keep people from canceling.

So take advantage of those coaching calls, and if you can't be on the call, you're going to get a member's bonus kit from me every month where I give you the recording of the call and the transcript. Plus, I give you the newsletter, and I give you an expert interview that was done where I share an expert with you from their area of expertise, whether it be marketing or finance or social media or whatever, where they're sharing with you the tips and tools that you can implement in your business so that you can get more members.

Next, I want you to email me with any questions you have. You've got unlimited email access to me as a member of my coaching network to email me and get my immediate response to you. I shouldn't say immediate, but usually within 24 hours, especially if I'm not traveling or away. I will give you my best response and most immediate attention that I can give you. That's what I do for my members.



Now, let me say this. When you're emailing me, let me tell you the best way to communicate with me, and that is send me one question per email. Send me one question per email. Sometimes, from people ... not my members, but from those outside of my organization, I get these long emails that have like five questions all in it, and it's just different questions, different topics. And I'm looking at that and saying, "How can I respond?" I don't want that for you as my members. So I want you to email me one question per email, and that'll allow us to have a conversation just upon that question. And it'll allow me to interact with you on that question and handle each one of those questions a little bit differently. So email me one question per email, and you'll get the best response possible from me.

Lastly and probably most importantly, I want you to take action. Take action. I want you to immediately implement. Don't let this be something that just sits off to the side. The longer this sits, the more people are canceling your membership, and I don't want that for you. And I don't want that for your members. So I want you to take action quickly, and that's why I've included action sheets in this, so that I've outlined specific next steps that you can take to immediately implement in your business. So having said that, let's get started.