



Why People Quit

Overview – Why You Must Do Something About It

I want to tell you a story about a time I was meeting with a private client. They lead a rather large membership business. They do about eight figures in their membership business. I was consulting with them on the structure of their membership and how to provide more value and new potential that they could create with new membership levels and reorganizing what they're currently doing.

During the lunch break, I just so happened to ask them, so tell me how do you process a cancellation. I'm thinking now that they're a large organization. They've got this cancellation down to a science and they know how to follow up with their cancellations and I came to find out that they were processing the cancellation. I was dumbfounded by this and I had to ask for a clarification. I said, "When somebody requests to cancel their membership, what do you do?" They said, "Well, we get the email and then we just go into their profile and we cancel their membership." It was about that point that I almost choked on my lunch. I mean I was like, you've gotta be kidding me that you're just gonna take their email, go in and process their cancellation and just be done with it? It's at about the point and time that I realized that they're not the only ones.

I made it a part of my routine and the questions I ask my private clients and even my coaching members, I always ask them how do you process a cancellation? It's very telling. Time and time again, I'm told, "We get an email, we get a phone call, we get somebody who walks into the office and they say they want to cancel. We just pull up their profile and we cancel their membership." You are most likely doing that. Hopefully, you're not, but if you are, let me say this to you. How dare you process that cancellation like that. How dare you. I mean, if you really believe that your membership is going to add value, if you really believe that your membership and the benefits that you provide are going to benefit your members, how dare you just let them walk away from their membership.



If you're going to improve their life, if you're going to improve their finances, if you're going to improve their health, if you're going to improve their business, if you're going to improve their marriage, if you're going to improve their family, how dare you just let them walk away. I mean, if you really believe in what you're doing, if you believe in the value of your membership, how dare you just let them walk away and cancel their membership without doing anything about it.

Here's what I've come to find, members who are canceling their membership often do so when they're in transition, under tension or in trouble. When they're in transition, under tension or in trouble. Listen, your members aren't coming to you and saying, "Hey, everything's going great. I just need to cancel." Although, I've heard that sometimes and we'll talk about that in a moment, but for the most part, they're in transition. Even when things are going great, they're transitioning from one level to another, or their transitioning at some phase in life, or they're going through some experience in life, some hardship where they're under tension that all of a sudden there's this added stress that they're now facing. It may have nothing to do with your membership, but they're under tension and so they're canceling their membership. Or, they're facing some sort of trouble. I mean, there's some financial trouble. It could be a health crisis. It could be a personal crisis that they're under trouble.

Most often when members cancel their membership, they're in transition, under tension or in trouble. That is the one point in time where you need to help them most. That's the one point in time where they need your membership more than anything and so for you to just let them walk away and to face that trouble by themselves, to be under that tension without you being there to guide them, or to be in transition without you being able to show them the roadmap that they should be taking, how dare you. Please. Please. I'm begging you for the sake of your members, I want you to be so convicted that you must do something about it, that you're gonna swoop in and you're gonna rescue the quitter. You're gonna do everything you can to keep them from canceling.



When a member quits, you're losing and no longer able to help them. You no longer have that ability to help them and come alongside them and to help guide them and help provide for them. When a member quits, you're no longer able to influence their business or their personal life. You lose that level of influence over them. When a member quits, they're taking money from you. Now, I intentionally put that as last because I want you to realize that your membership is all about helping them and then lastly, it is, they're taking money from you. They're taking the investment that they were making in your membership program and saying I'm no longer going to give that to you.

Listen, if you saw somebody on the side of the road, who was in trouble, surely you would stop. You would help them. You would do everything you could to lead them, or guide them, or help them out of the trouble. You would get them help if you weren't the one to be the one to help them, you would get them help. If you were on the side of the road and somebody came by and took money from you, you would fight them. You would fight them off. You would say, "Hey, that's my mine. I'm not gonna allow you to steal from me." That's the mentality I want you to have when a member quits. That there in trouble and you need to do something about it and they're trying to take money from you. They're trying to steal from you and you're not gonna let them to it.

I want you to help your members. I want you to see this time of cancellation when somebody says, "I need to cancel my membership," I immediately want you to know they're going through some sort of transition. They're under tension or they're in trouble and you need to swoop in and rescue the quitter.