



Why People Quit Overview – Seven Convictions of Running a Membership Business

Okay. Let me confess, so I admit, I'm a little bit passionate about this. If you've just listened to the previous lesson, I kind of got on my rant, but it's because I'm passionate about this. I want you to have the same conviction. I want you to have the same understanding about your members and what you're providing to them that I've got about your membership business. So, in doing that, I want to dive down just a little bit deeper and talk about what are the seven convictions of running a membership business. What convictions must you and your staff have to really create a membership culture within your business, but also just having the conviction of what you're doing to help your members. So, let's unpack this and talk about the seven commitments of running a membership business.

Conviction number one is this, I will maximize my membership. I will maximize my membership. Now when I say maximize your membership, I'm not talking about adding on more value, more benefits and overwhelming your members. I'm talking about creating an experience, maximizing the membership in the best way possible, that you're doing everything possible to help your members the way that you've set out to do. I want you to have this conviction that everything you're doing is in the best interest of your members. Everything that you're doing is to provide for your members. Everything that you're doing is to help your members. So, you're going to need to maximize your membership program. I want you to have that conviction that everything we do around here is for our members.

Conviction number two, I will help my members more than they help me. I want you to have this serving mentality of what you're doing for your members is to help them more than they're helping you. It's not as self-serving, whereas I'm going to go out and get as many

members as I can to get as rich as I can, to get as wealthy as I can. I want it to be about I'm going to do everything that I can do to help my members and as I help my members I get to reap the benefits. I get to reap the financial benefits. I get to reap the benefits of knowing that I'm helping a number of people. So, I want you to have this mentality that everything we're going to do is to help our members. We've got to go out to get new members. Not to just stay afloat as a business, but because we're going to help as many people as possible with our membership. So, we're obligated to get as many new members as possible, because we want to help as many people as possible.

Conviction number three, I will protect my members. I've seen membership organizations to where they've partnered with others and that's one of the pieces of content that I talk about in the contents system in the Seven Systems of Growing Membership Business, that there are opportunities for you to provide other people's content or other people's services within your membership business. But one of my cautions about that is, is you have to be careful. When you put your members into somebody else's content or in to somebody else's service, you're actually taking your members and putting them in the care and provision of somebody else. I want you to have that relationship, but I want you to do so very careful. I don't want you to treat your members as some sort of asset that you can just sell off to other people.

I want you to look at, is this going to better help us to provide for our members by entrusting them to other people's care, to other people's resources, to other people's services. So, I want you to handle those relationships very carefully, because you have an obligation to your members. They trust you. They look to you. So, when you make a recommendation, when you make a referral, they're taking that with an extreme, high value, and I want you to see that and I want you to see this as your members are entrusted to your care. When you hand them over to somebody else, you need to



make sure that they have the same convictions as you do about your membership program and about your members.

Conviction number four, I will get more members paying me at a higher rate. Now, I always want you to get more members, because I want you to help more people, but I also want you to get more members paying you at a higher rate. When I go in and I look at my coaching network and I look at their membership programs and I look at my private clients, one of the most common recommendations I make is, is you need to increase your membership dues, or you need to increase your membership investment. You need to go about and just raise those across the bar. Now, before you go out and just raise your prices, let me just say, you don't do that on your existing members. That will hurt your membership business. There's a way to go about it and I can drill down in coaching about that, but I want you to look more at how can I get more members paying me at a higher rate, because if you really believe in the value that you are providing for your members, then you should be charging your members more.

If that value is great, then it recommends and requires a larger investment for your members. They'll actually, when you charge your members higher rates, they'll actually take their membership more seriously. It's requiring more of them, so their investment is more. So, they're going to do more for it. So, I always want you to get more members, but I want you to get more members paying you at a higher rate.

Conviction number five, I will leverage my member's investment. I will leverage it. You're going to look at that membership investment that they're making every month, that financial commitment, those dues that they're paying you. I want you to leverage it. I want you to hold every single dollar accountable. I want you to hold every single dollar accountable that, when you send that dollar out, whether it be through marketing or you're putting that dollar into employees and paying employees, or you're doing or providing some sort of service, I

want you to hold that investment and leverage it. That you're going to hold it accountable, you're not going to squander their investment away. That you're going to hold accountable every dollar that you spend on marketing. That you're going to hold your staff accountable. Listen, for those of you that have staff, and for you yourself being paid by your own business, that is happening because members are paying their investment. Members are paying their dues. You're able to get your paycheck, your staff are able to get their paycheck only because members are paying that investment, and that investment is then turned and converted into payroll.

So, what are you doing with it? Every time your staff members or you slack off in your business, it's squandering the investment of your members. Every time you send money out through marketing and pay for marketing, you're doing that because members paid their investment. So, I want you to see every dollar as being a dollar that comes from your member, being entrusted to you and that you're going to leverage it so that you can help more members, get more members and ultimately have a more profitable business.

So, conviction number six, I will do everything possible ... I will do everything possible to increase retention. Now, if I was to ask you, what is your retention rate? Do you know that number? If I was to ask you what is your retention rate last month over the previous month, do you know that number? You should. You should know what your retention rate is. Now again, I don't want to dig down into how to calculate that retention. I do that in the other course on the Seven Systems of a Growing Membership Business, but you need to know. If you don't know it, I'll help you. Shoot me an email. I want you to know your retention rate month over month and I want you to see that number. I want your staff to know that number. The fastest way to grow your membership business is to increase the retention rate, to start keeping people longer than three months, keep them the six months. All of a sudden, that is multiplied over every single member in your membership business. It's not just keeping them beyond six months to nine months or whatever your



drop off points may be. I want you to have that rate and know that rate and make it a target and a goal to constantly improve the retention rate in your membership business.

And lastly, conviction number seven, I want you to have a personal system, a personal system to process cancellations. That's what this course is about. I'm going to give you a personal system. Now, when I say personal, I don't just mean a personal system to your business, which, we do all have, but I also mean a personal system for every member. How you can be personal with them in the midst of them wanting to cancel their membership. I don't want that to be a business conversation, I want it to be a personal conversation. I want you to engage with them. I don't want this to be a conversation that just happens by night. I want it to be a system that helps you have that personal conversation with them and that personal engagement with them so that they will keep their membership. So now, having said all that, now you have a sense of why you should do something about people quitting. We're going to spend the rest of our time on rescuing the quitter, so let's go rescue as many quitters as possible.