



## 10 STEPS TO RESCUING A QUITTER

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### Step 1 – Never Process a Cancellation without a CONVERSATION!

No \_\_\_\_\_ in your membership site!

Cancellation process is to:

\_\_\_\_\_ shoot me an email or

\_\_\_\_\_ us a \_\_\_\_\_.

### Step 2 – Every Member \_\_\_\_\_

If you can't verbalize why this member matters to you, how you can convince them to stay in your membership program?

Why does this person matter and how can my membership help?

**Step 3 – Always have a** \_\_\_\_\_

**and** \_\_\_\_\_.

Name of Person Cancelling

Business Name

\_\_\_\_\_

What is the best time to \_\_\_\_\_

How long \_\_\_\_\_ member?

Membership Lifetime \_\_\_\_\_

\_\_\_\_\_ bought.

\_\_\_\_\_ resources received.

\_\_\_\_\_ attended.

Step 4 – Never Have a \_\_\_\_\_ Without an

\_\_\_\_\_

*Script Builder:*

*I've got a question for you. Would you be interested in keeping your membership if I was able to do [insert offer].*

What possible offers can I make?

\_\_\_\_\_ offer

\_\_\_\_\_ offer

\_\_\_\_\_ offer

*Script Builder:*

*I've got a question for you. Would you be interested in keeping your membership if {insert GOOD offer}?*

*Just to ask, what if I were able to do {insert BETTER offer}?*

*I hope you can see, I just really want to help. What about {insert BEST offer}?*

What is the \_\_\_\_\_ of \_\_\_\_\_?

*Script Builder:*

*If I process your cancellation, you're going to lose access to:*

*[Insert 2-3 items that they'll lose access to. It's best if you know what they see as most valuable.]*

Your members don't know all the \_\_\_\_\_ of their membership.

That's why you need to remind them of what they're going to lose when they cancel.

### OFFER IDEAS:

- Upgrade to the next level
- Downgrade to the next level
- Free Resource
- Free Event registration
- Half Price membership for a specific time period
- Free Membership for a specific time period
- Personal attention (we meet so many time for personal guidance and help)
- Combination of the above

What are some other ideas?

Step 5 – Never have an \_\_\_\_\_ without a

\_\_\_\_\_.

*Script Builder:*

*I need to know before [insert date]*

A \_\_\_\_\_ creates \_\_\_\_\_.

People don't do what they should, they do what it is \_\_\_\_\_!

Suggested deadlines:

\_\_\_\_\_ two weeks.

I need to know before end of day \_\_\_\_\_.

How about this same time \_\_\_\_\_?

**Step 6 – Get to the \_\_\_\_\_ of the matter.**

This is where you get to have the conversation!

\_\_\_\_\_!

What are they “really” saying?

*People almost always join your membership because of their*

\_\_\_\_\_.

*People almost always Quit your membership because of their*

\_\_\_\_\_.

What are they saying with their heart?

What are they saying with their head?

### Three Key Words:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### *Script Builder:*

*I understand how [insert excuse] could cause you to feel this way. As a matter of fact, others have felt the same way. I've heard from others how [insert excuse] and what they have found is that by keeping their membership we've been able to help them overcome [insert excuse.]*

Make the offer.

Inflict the pain of disconnect

\_\_\_\_\_ them to stay

KEEP \_\_\_\_\_!

**Step 7 – Always \_\_\_\_\_**

**If they \_\_\_\_\_:**

Follow up on the conversation via email

Restate the offer and benefits

\_\_\_\_\_ them on their decision.

Give them an unannounced \_\_\_\_\_.

Let them know to contact you if they have any questions.

If they're \_\_\_\_\_:

Follow up on the conversation via email.

Invite them \_\_\_\_\_.

Restate the offer and benefits.

Follow up on the \_\_\_\_\_.

Inflict the “pain of disconnect.”

Give them a call to action.



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If they \_\_\_\_\_:

Follow up on the conversation via email

Invite them back

Restate the offer and benefits

Follow up on the deadline

Inflict the “pain of disconnect”

IMPORTANT: \_\_\_\_\_ their cancellation has been processed!

Give them a call to action

### REMINDERS:

One Week Away

Day Before

Day Of

Don't be afraid to call them and talk with them to see how you can further help them.

**Step 8 – Create a \_\_\_\_\_ campaign.**

Put them in on-going marketing.

Connect with a message.

Your Most Valuable Tool: Call them!

Don't Be Afraid of Being Told "No!"

### Sample Campaign:

Follow-up on the deadline from the phone call.

45 Day Follow-up Phone Call: Just checking in. . .

- Email follow-up
- With an offline follow-up via mail

90 Day - Offline Mailing: “We Want You Back Mailing”

- Follow up by email “Did you get it?”
- Drive to the deadline with reminders.

Be \_\_\_\_\_!

*Just because their circumstances brought them to the point of canceling their membership doesn't mean their circumstances won't once again change and bring them back to the point of joining your membership once again.*

Book: “Outrageous Advertising That's Outrageously Successful” by Bill Glazer

Boomerang Mailing “We Want You Back”

What are some creative ways you can get people in your membership?

**Step 9 – Always leave an open \_\_\_\_\_.**

Never let it come to an \_\_\_\_\_.

Don't get \_\_\_\_\_.

When someone cancels their membership, it is not a \_\_\_\_\_  
\_\_\_\_\_ on you!



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**Step 10 – Implement \_\_\_\_\_ to prevent cancelations from even happening.**

A SYSTEM is anything that:

S \_\_\_\_\_

Y \_\_\_\_\_

S \_\_\_\_\_

T \_\_\_\_\_

E \_\_\_\_\_

M \_\_\_\_\_



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*“The Seven Systems of a Growing Membership Business” by Scott Whitaker*

(To get your copy go to [www.WhyPeopleQuit.com](http://www.WhyPeopleQuit.com))

\_\_\_\_\_System

\_\_\_\_\_System

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\_\_\_\_\_System



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What is your STRONGEST system: \_\_\_\_\_

What is your WEAKEST system: \_\_\_\_\_

Your membership business is only as strong as your WEAKEST SYSTEM!