



ADDITIONAL TOOLS YOU CAN USE

Tool #1 – Cancellation Prevention Checklist & Conversation Builder

Reference the *“Cancellation Prevention Checklist & Conversation Builder”*

Tool #2 – Why People Quit Script Builder

Reference the *“Why People Quit Script Builder”*



ADDITIONAL TOOLS YOU CAN USE

Tool #3 – _____ and _____ Your Members

Tool #4 – The _____

People will quit AND if you do it well, they will _____
_____ to you.

_____ it to be part of their lifecycle.

We WILL get them back!



Tool #5 – Put Your Members on Auto-Renew

Check your state and federal laws governing auto-renew and subscriptions.

Do NOT auto-renew members without their consent!

Tool #6 – Install Engagement Tripwires

What are the first three to five _____ you want new members to take and that will help them use their membership?

What are two to three actions you want people to take to _____ their engagement with the goal of them staying in your membership program longer?

Identify the _____ points

What are the drop-off points in your membership business?

Tool #7 – Reports

Report - Who on your staff is processing cancellations?

You can't _____ what you don't

_____.

Require staff to turn in their “Cancellation Prevention Checklist & Conversation Builder”

_____ your staff and yourself!

Report – Cancellation Notices

If you're doing cancellation notices 30, 60, 90 days out – I want you to know where most people respond.

Report - Retention Rate

Report - What are the drop off points in your membership?

Report - How many new members are you getting every month?

Report - How many members are canceling every month?

Report - How many members do you have at each level?

Report - How many members have failed billing?

Report – Who are your members? (Map, Wall of Fame)

Tool #8 – Become a Membership Expert

Go back through this _____.

Train your _____ by having them go through this course.

Stay in _____!

Membership businesses are different from customer based businesses.

Customers are _____.

Members are _____.

Make a commitment to become a

_____!