



Lesson 1 – My Story

Lesson 2 – Overview

S _____

Y _____

S _____

T _____

E _____

M _____



Lesson 3 – How to Get the Most Out of My Coaching (And this training!)

1. Schedule a time to review each module and each lesson.

Go to work _____ your business!

2. Share this with any staff members you may have.

3. Participate in the group _____ calls.

4. Email me any _____ you have. (Email me one question per email.)

5. Take _____!

Lesson 4 – The Top Five Reasons People Quit

1. It _____ too much.

They're really saying the _____ is greater than their responsibility to do something with it.

2. I'm too _____.

What are all the things that compete for your members' attention?



OVERVIEW MODULE

3. I'm not getting _____ out of it.

Usually, they're just not _____ their membership.

4. I'm getting too _____!

How can you deliver 10% less?

5. I found something _____.

A member won't tell you that they're leaving you for your _____.

Lesson 5 – Why You Must Do Something About It

1. How _____ let a member quit!

Members quit when they're:

- In _____
- Under _____
- In _____

When a member quits:

- You're no longer able to _____
- You're no longer able to _____ their business
- They're taking _____ from you.



Lesson 6 – The Seven Convictions of Running a Membership Business

Conviction #1: I Will Maximize My _____

Conviction #2: I Will Help My Members More Than They _____ Me

Conviction #3: I Will _____ My Members

Conviction #4: I Will _____ More Members
(paying me at a higher rate)



OVERVIEW MODULE

Conviction #5: I Will Leverage My Member's _____

Conviction #6: I Will Increase _____

Conviction #7: I Will Have a _____

_____ to Process Cancelations