

**Nicheology Membership Academy**

**Lesson #9**

# **The Backdoor To Keeping Members Active**

By

**Paul Evans**

<http://Nicheology.com>

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# Introduction

Here's how the scenario usually plays out...

- 1) You spend time, money and effort getting subscribers to join your FTM site as paying customers and you begin to make some money. (Woohoo! 😊)
- 2) They remain active for a period of time - this will vary from person to person and the retention rate is very high for the FTM model, so that's good for you.
- 3) Some will undoubtedly decide they don't want to remain members any longer and they will unsubscribe. (Boohoo! 😞)

Now what?

Are you going to just let them walk away?

After all the time, money and effort spent getting them to join in the first place, are you simply going to accept the fact that they have left you without any action on your part to keep them?

Big, big mistake.

Let me switch trains of thought for just a moment.

There are two sides to retention -

- ➔ Keeping members active.
- ➔ Getting inactive members to come back.

We spend a lot of time talking about "keeping members active" in various circles of internet marketing. But, we spend little time talking about "getting inactive members to come back".

We're going to change this. Right here, right now.

To be sure, we want to keep members active. And there will be plenty more lessons on the subject. But, what I want you to understand is that it's just as

important to build in some simple components that will help you get inactive members to rejoin and begin paying you again.

In fact, what I'm going to show you today has served me well for MANY years in regards to getting inactive members to come back.

***How would you like 20% of those who cancel their memberships to your FTM site to rejoin immediately?***

Over the past 3 years that I've been actively trying this strategy and looking at the results, that's what I've seen happen. Approximately 20% of those who cancel their subscriptions to my various membership sites (like this membership site, or whatever membership site I was running) rejoin immediately because of this "backdoor" retention method.

Here it is ...

***Send outgoing members an email to inquire about their cancellation intent.***

I'll explain more in just a moment, but let me explain how I came upon this strategy. It was born out of necessity and turned into some very significant.

Several years ago I suddenly had an onslaught of cancellations to my one of my membership sites. It just came out of nowhere and I was puzzled about it. So, I emailed one of those who had cancelled their subscription who was a friend of mine and surprise, surprise...

***He didn't know anything about it!***

His credit card on record with my processing company had expired and they simply cancelled his subscription to my site without any interaction from him at all.

So, I sent out an email to all those who had cancelled and almost everyone rejoined because they too had been cancelled due to some billing issue. They had not asked to cancel!

So, I got to thinking about it –

➔ How many were being affected by this problem?

➔ And, of those who HAD intended to cancel, how many could be persuaded to come back with a simple email?

So, I began sending out an email that I developed to EVERY member who cancelled their subscription – even those who I know WANTED to cancel.

And, guess what, about 20% of those who had INTENDED to cancel were persuaded to **come back and continue their memberships!**

I can't tell you how many **thousands of dollars** I've made during the past several years that would have been LOST without this simple email.

So, what does this simple email contain?

Let me show you an example for our fictitious fixed term membership site Membership XYZ site...

Subj: Account termination: response required within 72 hours

Hi <Firstname>,

I received a notice from Clickbank earlier today notifying me that you have canceled your Membership XYZ subscription.

I was just following up to make sure this was your intention.

For the next 72 hours your Membership XYZ lessons will be placed on "hold". If you'd like to rejoin – or if this has been a mistaken cancel – please email me back and I'll make sure things are straightened out so you don't miss any lessons.

If you decide not to rejoin during the next 72 hours, then the membership will be permanently terminated. Any rejoining in the future will require you to start over with lesson number one in this event.

Either way, I'd appreciate a quick reply to let me know what your plans are regarding the membership.

Thanks very much.

Best regards,  
My Name Here

The subject line is a big key.

That will always get someone's attention. Guaranteed. It would send a chill down my spine just seeing it in my inbox. I'm gonna skip everything else and read that one immediately. Most people do the same thing, all the while thinking...

- ➔ What account got terminated?
- ➔ Why did it get terminated?
- ➔ What consequences are there?
- ➔ How can I get this fixed?

And so on. So the subject line gets there attention and they WILL read the email.

And I simply have an honest communication with them.

- 1) I want to make sure they really intended to cancel their membership and make sure this wasn't some kind of oversight or mistake.
- 2) I point out that their lessons are now on "hold" for the next 72 hours and if they want to continue receiving the lessons they need to take action.
- 3) I stress that the negative downside to canceling their lessons means they'll have to START OVER again if they decide to rejoin.

There is a lot packed into this short email message.

It's been very, very effective for me in keeping members active – even after they have cancelled! Many come back.

I've actually received quite a few emails from people who rejoin because they are touched that I would even notice they had left and would take the time to contact them as a follow up. That's cool!

You'd be amazed at how far a little interest in others will go.

**Note:** Feel free to modify your own "backdoor retention" email after mine above. Please don't copy it word for word, but it's fine to use it as the basis of your own.

Let me go ahead and give you a copy of the one that I used for my List And Traffic membership site, which is no longer active, to give you a good idea of how to craft your own. This is sent out to those who were paying via Paypal and they cancelled their account (this is the scenario that originally got me using this strategy)...

Subj. Your account has been terminated...

Hi \$firstname,

Paul here from TeenLifeMinistries.com

I noticed that you cancelled your membership earlier and wanted to verify this was your intention.

(Sometimes Paypal "accidentally" cancels subscriptions without the member knowing it.)

Could you please send me a quick email to let me know on this? Thanks!

If you HAVE cancelled your Teen Life subscription, your account will be removed from the database and you'll no longer be eligible to access the members area.

Because cancellations are so rare among members I think it's important to find out what prompted you to cancel (if that is indeed the case).

Obviously, you aren't required to share your "reason" but I'd certainly appreciate it if you let me know how I could have served you better.

I \*really do\* care about members and want to do all I can to help them succeed online.

Thanks in advance for your feedback, and all my best to you.

And, if this is an accidental cancellation or you have changed your mind and want to remain a member, please let me know and I'll make sure you get locked back in at your current subscription price

and will NOT be required to pay the activation fee.

Best regards,  
Paul Evans

Notice that both of these emails I request the (former) customer to contact me back to let me know "yes or no".

Why is this important?

***It allows you to gather important data regarding why members are leaving!***

For those who do in fact decide to cancel, many will tell you WHY they cancelled in this response to your email.

That's good information to have!

If you can make some changes to eliminate the things that cause people to unsubscribe, you're retention rate will dramatically increase.

So, don't just pass off their responses as unimportant. They are anything but unimportant. You can learn the top 3-5 reasons why people quit and then make some strategic changes to remove that barrier.

Example: I once found out that quite a few people were leaving one of my early sites because they FORGOT to check in at the site and so they figured if they weren't using the site, they'd just quit. I immediately setup an email list for members of that site and started sending out monthly reminders to come to the site and check out the latest materials. Eliminated the problem and it was no longer a source of cancellations.

So, it's important that you KEEP subscribers, but it's also important to find out why others leave so you can change things and KEEP subscribers!

Now, the only downside to this strategy is this: it's not automated.

But, the good news is, it doesn't take much time. Simply create a template with your "backdoor retention" email and then COPY and PASTE it for those who cancel.



When you enable their autoresponder lessons, simply click on their email address and manually send them out the email. It takes about 5-7 seconds per person. Well worth the time investment!

One more quick thing I want to mention before we close out...

***You can test out "variations" to improve your results.***

There are a couple of things you can also try in order to get an even greater response as far as members rejoining...

Variation #1: Free Subscription. That is, you would offer them the next month free of charge if they return. I learned this from AOL years ago. I called to unsubscribe from their dialup service and they convinced me to stay by giving me a month free. I ended up staying several months before quitting for good. It may only be a temporary stay of execution, but it could mean several more monthly payments before they part ways. (Obviously, you'd need to setup a special order link with a free trial in order to use this variation.)

Variation #2: Free Incentive. You can create a special report on a subject related to your FTM site that you offer as a freebie in order to get outgoing members to rejoin. Or, you can offer a personalized coaching session at the end of the renewal month. Or, how about creating some kind of private access area with a lot of articles, reports, tools, etc. that you'd give to those who rejoin? Lots of bribery options here. 😊

It doesn't really matter what direction you take this in as long as you put it into practice in some form.

It works. And that's what really matters. It gets the job done. It produces results. And when members come back immediately, you get paid money you would have ordinarily lost at their departure.

## **This Week's Assignment**

- 1) Create an email to send to outgoing members.** You can use one of mine from earlier in this lesson as a model. Consider testing the use of a

freebie to "bribe" members to rejoin. And don't be afraid to ask an honest question: is there some reason why you're leaving that I should know about? Some area that I can improve?

That's it for this lesson.

See you sometime next week.

### **Coming Up Next ...**

Lesson #10: *"Turning On Your 'Built-In' Profit Streams"*

In this lesson, I'll share the one method that I've used more than anything else since coming online in 1999 to produce automated sales. It's a very compelling way to get your members to spend more money with you on autopilot ... and it makes your monthly membership fee seem like a drop in the bucket!