Keep Customers Past the First 90 Days

THE BIG IDEA

Most customers who leave do it early. Get them past day 90 and they tend to stay. Don't add more. Keep the promise you sold and clear the way.

Part 1: Find out why they leave

Look at the numbers and ask people. Don't guess.

01 **Track joins vs. cancels every month.**
More joins than cancels, you're growing. Equal, you're flat. Fewer, you're shrinking. Label it honestly.

02 **Small changes double customer value.**
Cut monthly cancels from 20% to 10% and customers stay twice as long, so each is worth twice as much.

03 **The first 3 months are the danger zone.**
In Skool's online groups, cancels run 20%+ a month early, about 10% after day 90, near 2% by month six.

04 **Ask everyone who cancels why.**
Tag each reason: price, overwhelm, not using it, missing something, not what they expected. Every 20 cancels, fix the top one or two.

05 **Ask your best customers why they stay.**
Whatever they repeat keeps people. Do more of it.

Part 2: Make them want to stay

Fix by subtracting, not adding.

01 **Do less, better.**
After price, overwhelm is the top reason people leave. Pay for five things, use one, and it feels like 20% value.

02 **Ask what they'd fight to keep.**
"If I cut everything, what one thing would you fight for?" Double down on that. Drop what nobody misses.

03 **Put the quick win up front.**
Move the thing people love most into onboarding. Aim for a real win in the first 24 hours.

04 **Show up every day.**
Owners who show up daily keep more customers. Read complaints every morning instead of hiding from them.

05 **Offer an annual plan.**
Buy 10 months, get 2 free (about 16-17% off). They decide once instead of 12 times, and they stay longer.

> "If you were to simply fulfill the promise that you originally made, they'd probably stay."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Count last month's new customers and cancels. Write down: growing, flat or shrinking.
- ☐ Call your last 5 cancels and ask why. Log each reason in one sheet.
- ☐ Map a new customer's first 24 hours. Move your best, stickiest thing to the front.

Ask weekly: What would make a new customer stay past day 90?

Source: Alex Hormozi, *Alex Hormozi*, "How to Get Your Customers to Stay FOREVER", lessons from Skool