

MODULE 08 WORKBOOK

Keeping Them Subscribed

Twelve renewals, not one

What you finish with

A retention calendar and churn dashboard you review every month.

How to use this workbook

Print it, keep it beside your cutting mat, and fill one section in after each lesson. Nothing here needs to be neat — it needs to be decided.

08.1 Month-two churn, explained

Where members leave and the single fix that saves the most of them.

Your notes

The one decision from this lesson

08.2 Rituals and surprises

Anniversary gifts, milestone extras and predictable delight.

Your notes

The one decision from this lesson

08.3 Community without a forum

Low-effort ways to make members feel like insiders.

Your notes

The one decision from this lesson

08.4 Win-backs and pauses

Offering a pause instead of a cancel, and the win-back email that works.

Your notes

The one decision from this lesson

Module review

Write your outcome in your own words. If you can't, go back one lesson.

Resources used: Retention playbook, Churn tracker