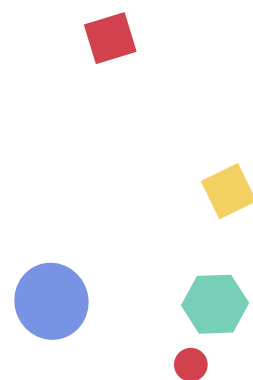


Module 5

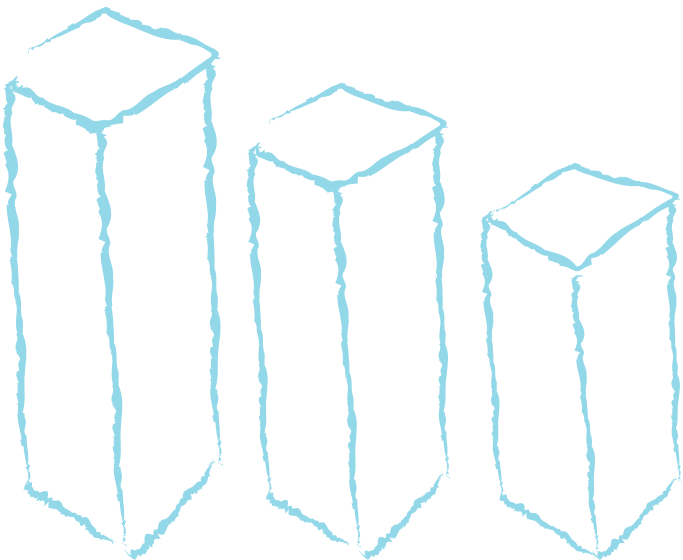
Workbook

Lauren Prentice
SUBSCRIPTION BOX COACH



Churn

How will you reduce churn?





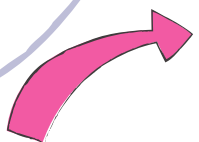
Customer cuddles; how will you look after your subscribers?

A large rectangular area filled with a light blue grid pattern, intended for users to write their answers to the question above.

Are you going to use
commitment terms?

Yes

No



Dunning sequence:

What options to explain why someone is cancelling:

ie: price, moving away etc







