

ATM TRANSACTION

DECLINED

Your account has insufficient funds for this operation.

TERMINAL #	0000001
DATE	11:26 25/10
CARD NUMBER	**** * 0001
NAME	CARDHOLDER NAME
REQUESTED AMOUNT	100\$



CARDHOLDER NAME
01/23
0000 00

Warning signs

Ghosting messages



No call attendance



Lack of group presence



Minimal progress



Language changes



Victim mentality



Late payments



24 HOURS

Email

3 DAYS

Email + DM

7 DAYS

Email + DM all social media platforms from additional team member

Check recent social media engagement

14 DAYS

Email: [How was your holiday?]

17 DAYS

Email: [Don't run from us, run to us]

21 DAYS

Email: [Are you ok?]

25 DAYS

Email/DM: [Have you heard from [NAME], were concerned?]

28 DAYS

Email: [We don't want to take the next steps ...]

Revoke access

Email #1

OOPS ... WE THINK THERE MUST BE A TECHNICAL ISSUE!

Oops, Hey [NAME]!

We think there must be a technical issue.

We have noticed your [MONTH] invoice hasn't come through yet.

Can you please check your side to make sure payment has gone through?

Thank you in advance.

Email #2

CAN YOU HELP ME?

Hey [NAME]!

I am not sure if you have seen my previous email what I sent 3 days ago.

It may have landed in your spam folder, please can you check for me so I can rectify this with my tech team?

Email #3

HOW CAN WE HELP YOU?

Hey [NAME]!

I have tried reaching out to you a few times with a couple of emails and on the socials.

I have noticed you have been absent in group.

Please reach out and let us know how we can help you?

The more transparent you are, the more we can help you.

You will be hearing from the other coaches soon too, as we really want to check in with you.

Email #4

HOW WAS YOUR HOLIDAY?

Hey [NAME]!

It seems like you must have had an impromptu holiday for the past 2 weeks. Go anywhere nice?

Your account is still overdue and requires your immediate attention.

We have sent another invoice incase you have missed the other three.

Email #5

DON'T RUN FROM US ... RUN TO US!

[NAME],

We have tried contacting you several times.

We need communication lines open so we know if you're struggling and how we can best help you.

Please use this link [INSERT LINK] so we can strategise the following:

- We will work on exactly what you need to do & what you can ignore to reduce stress and overwhelm
- We will build simple habits that are easy to follow day-by-day
- We will create a plan of action so we can help keep you on track and motivated

CONTINUED

Email #5

DON'T RUN FROM US ... RUN TO US!

One of the reasons you joined [PROGRAM NAME] was to find out exactly what to do in order to get [INSERT GOAL], whilst the other reason was to keep you accountable. This is exactly what we will map out!

We are committed to you, even what you feel like quitting.

We purposefully read between the lines to understand what you need ... sometimes when there are no lines to read, it gives us a pretty good picture of how you are handling things.

One positive to all of this, is that, monumental challenges can catalyse exponential growth ... we just have to make sure we breakthrough rather than breakdown.

I look forward to seeing your call scheduled in my diary.

Email #6

ARE YOU OK?

[NAME],

We are genuinely concerned for your health.

Please let us know if you are ok?

DM #6

HAVE YOU HEARD FROM [CLIENTS NAME], WE'RE CONCERNED?

Hey [NAME],

I know it seems weird me messaging you ...

[CLIENTS NAME] is in our program and we noticed that you are [CLOSE FRIENDS / BUSINESS PARTNER / FAMILY / PARTNER].

We haven't heard from [CLIENTS NAME] for the past 25 days and have sent X messages trying to reach out.

We are genuinely concerned for their health.

Please can you let us know they are ok?

EMAIL #7

WE DON'T WANT TO TAKE THE NEXT STEPS

Hey [NAME],

This is our final email.

You can quit anytime but the payments for the rest of your contract remain the same until [END OF CONTRACT].

If we don't receive a payment in the next 24 hours, we will revoke your access and proceed to our debt collection agency due to the breach in our contract.

That being said, we understand how times can get, how challenging life can be and how responding to an email like this can be very daunting ...

We believe we have been compassionate enough, giving ample time and messages.

We hope to hear back from you in the next 24 hours.

Parter.
INSTITUTE