

Monday, July 29, 2013

Don't sign memberships w/ the idea that they can cancel at any time. Don't allow them to think there is no commitment.

- Now that we allow cancellations, the feedback is much better.
- People can't pay anyway, so it's best to let them go under good terms.
- Treat them right in the 1st place

Why people don't set goals

- don't know how
- "what if I fail?"
- don't believe in themselves

