

THE TACTICAL COMMUNICATIONS AUDIT

You, the Association CEO, are ultimately responsible for the messages your members receive. The “how” and “what” you say will determine who pays attention to your communications. How do you get a busy, tired, and distracted REALTOR® to read and comprehend what you send them?

Effective communicators respect the reader’s time. When did you last review the varied communications sent to your members from *their* point of view? Are they clear and simple to understand? Do they connect with the newest members of your Association?

The Tactical Communications Audit identifies the ways that you can best connect with your diverse membership. It then gives you suggestions for significant change, including:

- Linking communications to your Association objectives
- Clarifying the most critical information for your members
- Recognizing the diverse segments of your membership and their communications needs
- Communicating your brand position
- How your materials, website, and other methods of communications draw in your target audience
- The format and frequency to best reach your members

Excellent communication accomplishes four things. It helps your reader to:
pay attention
understand
remember, and then
act on the Information

Effective communications respect the reader’s time
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Who is the gatekeeper for your communications?

Once you decide your members deserve the best communications possible, the audit is the key step to change. It includes: 1) a full review of materials, 2) individual sessions with your communications director or other staff members, and 3) an in-depth meeting with your full Association staff to review your communications process.

Once the information is collected, you will receive a report outlining an approach to communicate from a very different perspective. It will include steps for transforming your communications from a routine task to a business asset.

My job is to help you develop ways to establish the most professional connection possible with your members. You will come out of the audit with a communications and style guide to unify all staff members in the communications effort.

The results of the communications audit are a vital piece of your Association marketing plan.

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