

Communicating Member Value

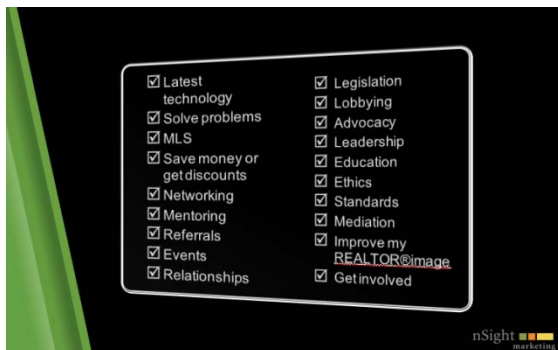


You are busy, your members are busy. They have only so much attention to give. **Your greatest competition is *not* your competition, it's indifference.**

You are the *voice of value* in your association—responsible for making the ***invisible visible*** to your members. You connect the dots between your association, the state/local association, NAR, and your members. It is you who keeps it simple and uncomplicated for the member.

The POSSIBLE Service

1. Minimum standards: the product or the service
2. Market driven: Answers member needs—what *they* want
3. Members don't always know what they need. Sometimes they run out of ideas. This is where the leap comes in—this level is **imagination**-driven—and this is where you offer the value of **what's POSSIBLE**.

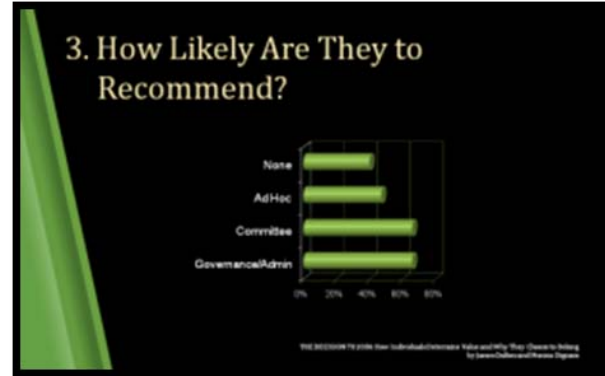


The Grocery List

Narrow down key benefits and build on those with a consistent message of value

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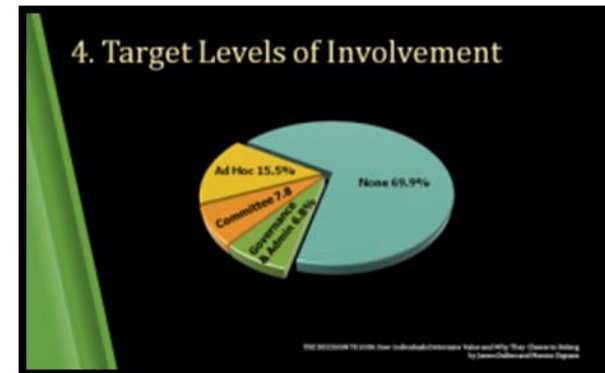
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Why do members join a professional association?

There are two main reasons: Both reasons are equally important. Don't sell your association's benefits solely focused only on Personal Benefit to the member.

The level of member involvement impacts their likelihood to recommend you to non-members, and uninvolved members. Your target market should be "ad hoc" contributors.

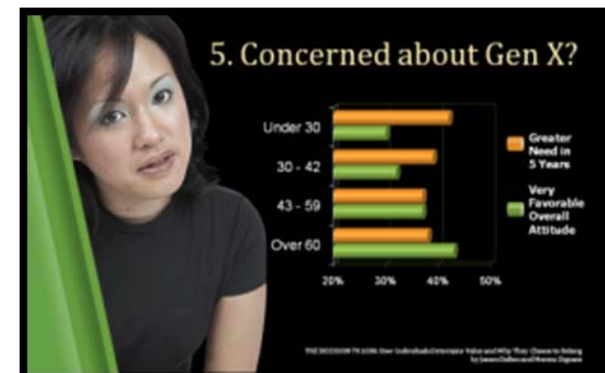


What about Gen X? Don't worry over Generation X and that they are not joiners.

Today, their attitude about associations is less favorable than their generational counterparts.

Today, here's what they think about:

- Get out of college
- Get out of debt
- First mortgage
- Family
- Career
- Do I have the right friends?
- How do I meet them?



Five years from now, Gen Xers will have the greatest need for the association.

Develop Your Value Proposition

Your members really want three things:

LEARN – They want education, but also they want to be able to apply that education to making a living.

FIGHT – They want you to advocate for them for laws and policies that will help them in their business and with their clients.

EARN – They want to be successful and profitable!

As you think of how to convey value, begin with what your member really needs. There are 25 or more reasons you think a member should be tied to your association.



Communicate The Value

Communicating the value of services carry a heavier burden than communications around a product. Take the Porsche 911, for example. It speaks loudly, and beautifully for itself.



Very few services speak for themselves.

- If it's an event, decide how to make it the best, the biggest, the most rewarding. Appeal to the member's needs.
- If it's education, provide the most options, reach new audiences—and tell members what other members got out of it.
- If it's access to information, make sure your systems/ processes are the best.
- If it's government affairs, make it personal to your members! What do they get back from their investment/contribution?





There are two rules of communication about services:

Make the service visible
Make the member comfortable



*Help your members move from
the decision to **join**
(paying dues once a year)
into the decision to **belong**.*

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Ten Rules for the Road Communicating Member Value

1. Base your key benefits on your members needs – *ASK them*
2. Make the *invisible visible* – *it begins with your BRAND*
3. Value is not member satisfaction or customer service
4. Your greatest competition is *indifference*
5. Turn your services into memorable *experiences and solutions*
6. Find *ad hoc* tasks for your uninvolved members
7. Offer the *possible* service
8. Members join for two reasons:
 1. For personal benefit and 2. For the good of the profession
9. Your members want to *learn*, (for you to)*fight* for them, and to *earn* (make money)
10. Never forget you are in *sales*.

**Begin communicating value
*now. Today.***



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