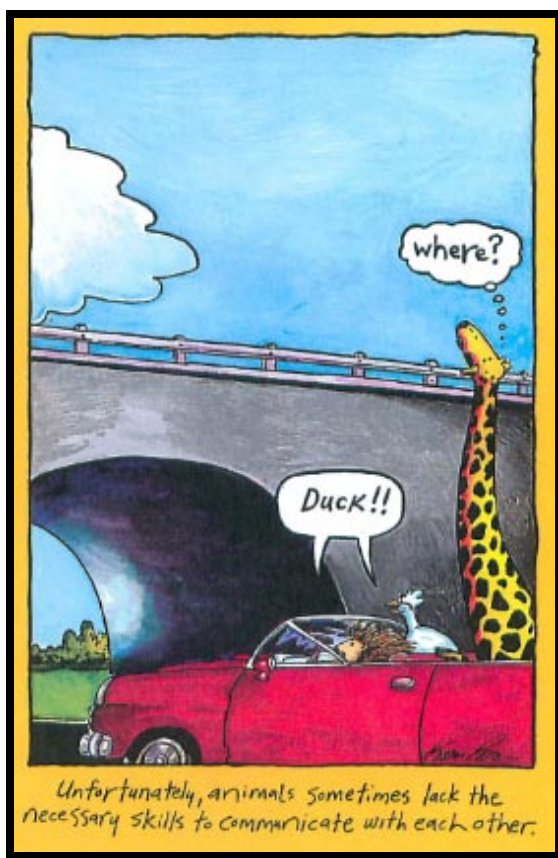


Marketing and Communications: Right On and Relevant AE Institute, 2010

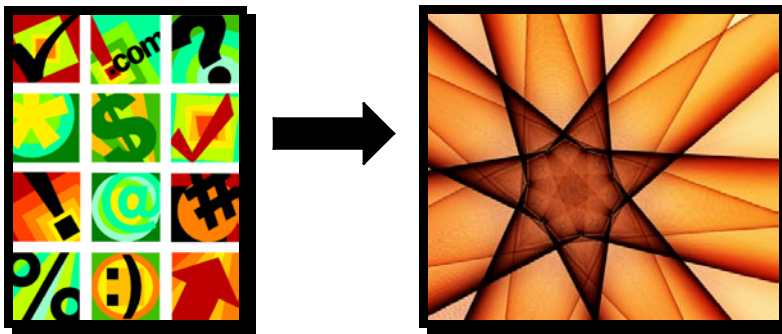
*Do you and your
members see eye to eye
on what is most
relevant to them?*



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3. *The Process of Building Relevance*

You have 2 seconds to engage.

- Every staff member needs a stump speech.
- Be obsessed with WIIFM.

Don't be afraid of fierce conversations.
Conflict leads to understanding.

The way you communicate matters.

1. Agree on your **one thing**. Own your **brand**.
"Be known for something or you'll be known for nothing."
2. Trust but verify. *Ask* members, then actively listen. Show them and tell them you are listening.
3. Decide on the few. Narrow your focus. More is not better.
4. Obsess on three WIIFMs.
5. Be courageous—create a culture of accepting new ideas.
 - It's not about what you like.

Without relevance:

The competition will **out-think** you.

Members will put you **out-of-mind**.

The calendar will **out-run** you.

You'll **run out** of time, energy, or money.

New members will **fall out**.

Complainers will always be on the **outside**.

All that Stuff will **outweigh** the really valuable stuff.

*To show relevance, turn outsiders, out-of-minders, out-thinkers, out-smarters, out-runners — Turn the **outside in** by offering them something that is valuable to them.*

Once you have Relevance under your belt, it's time to aim for Remarkable!

1. **Not everyone appreciates your efforts to be remarkable.** In fact, most people don't. So what? Most people are ostriches, heads in the sand, unable to help you anyway. Your goal isn't to please everyone. Your goal is to please those that actually speak up, spread the word, buy new things, or hire the talented.
2. **Being noticed is not the same thing as being remarkable.** Running down the street naked will get you noticed but it won't accomplish much.
3. **If it's in a manual, if it's accepted wisdom, if you can find it in a Dummies book, then it's boring.** Part of what it takes to do something remarkable is to do something first and best.
4. **Understand the urgency of the situation.** Half-measures won't do. The only way to grow is to abandon your strategy of doing what you did yesterday, but better. Commit.
5. **Extremism is no sin.** In fact it's practically a requirement. People, in first place, those considered to be the best get what they want.
6. **If you put it on a T-shirt, would people wear it?** No use being remarkable at something that people don't care about. Not ALL people, just a few. A few people insanely focused on what you do is far better than thousands of people who might be mildly interested.
7. **Remarkable doesn't mean remarkable to you. It means remarkable to me.** Am I going to make a remark about it? If not, then you're average.
8. **Remarkability lies at the edges.** The biggest, fastest, slowest, richest, easiest, most difficult. It doesn't always matter which edge, but that you're at (or beyond) the edge.
9. **What's fashionable soon becomes unfashionable.** While you might be remarkable for a time, if you don't reinvest and reinvent, you won't be for long. Instead of resting on your laurels, you must commit to being remarkable again quite soon.

Thanks to Seth Godin, the world's best-selling author of books about marketing, like *The Purple Cow*, *The Dip*, *Meatball Sundaes*, and others.
As seen in his blog,