

# TACTICAL COMMUNICATIONS AUDIT

**You, the Association Executive, 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 respond to 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?

**A communications project 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

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 and other staff members, and 3) an in-depth meeting with your full Association staff to review your overall 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 wherever it is now into a true business asset.

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

The communications findings and results are an important part of your Association’s marketing plan. Many associations follow up a communications audit with a [Thoughtful Writer’s Workshop](#). Please let me know how I can help you!

Melynn Sight is the President of nSight Marketing. She is a marketing consultant committed to the success of Real Estate Associations. Contact Melynn at [melynn@nsightmarketing.com](mailto:melynn@nsightmarketing.com) or 913.261.9100.