



## How to Promote Your Club to Potential Members



### **District One Toastmasters Leadership Institute**

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### **REFOCUS - REFRESH - RESTART**



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# Market Like A Pro!

## Understanding what your Readers need:

### \_\_\_\_\_ % **Non-Readers**

Simple words and text - photographs, visuals; Numbers in layout, phone numbers, video

### \_\_\_\_\_ % **Avid Readers**

Read everything provided; Need facts, details, statistics; Prefer more conservative layouts

### \_\_\_\_\_ % **Skimmers**

Scan and Browse through text; Appreciate graphic design, photos, color; Prefer progressive layouts

## 3 Stages of Marketing Communication:

1) \_\_\_\_\_.

Q: Should I read it, file it, toss it, click away?

Answers the " \_\_\_\_\_?"

Time available: \_\_\_\_\_

2) \_\_\_\_\_.

Q: Was I correct? Does it \_\_\_\_\_ to me?

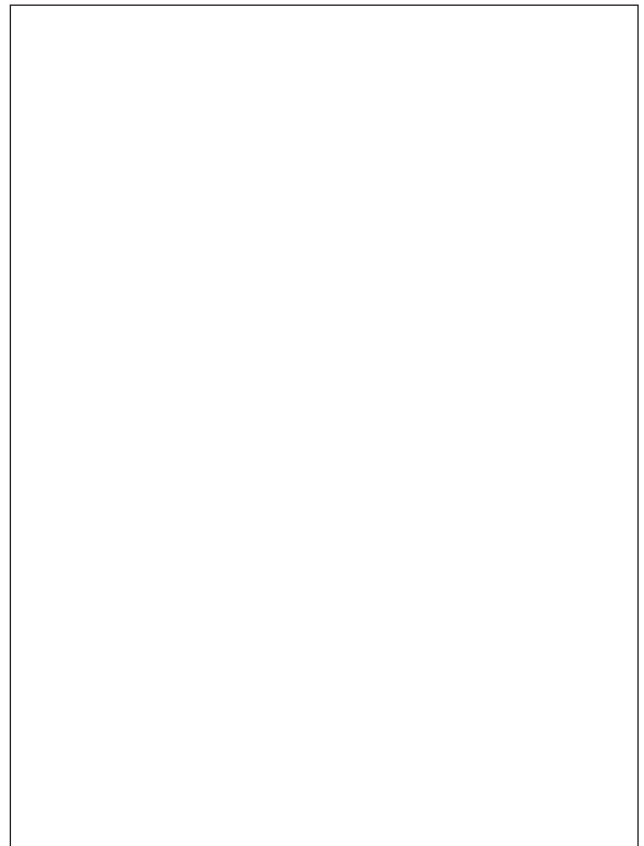
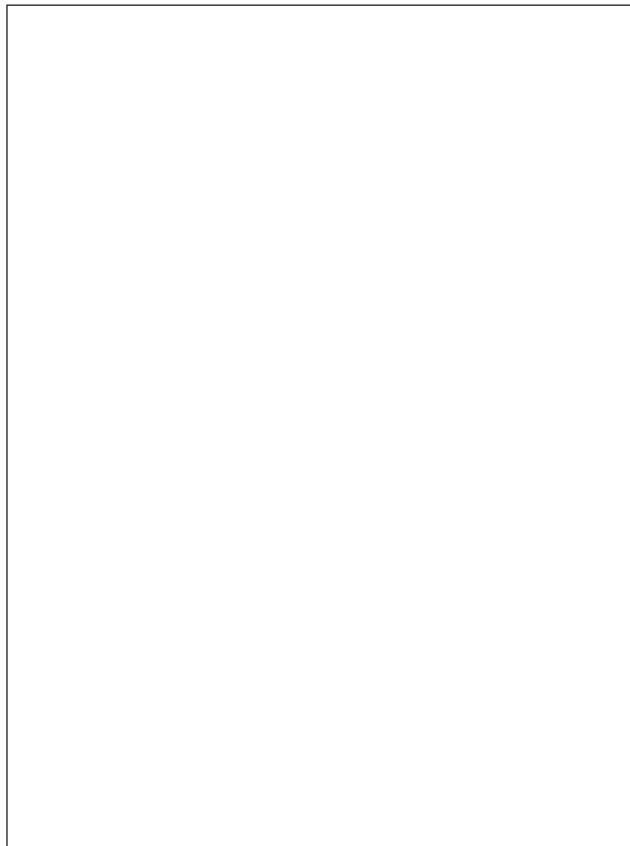
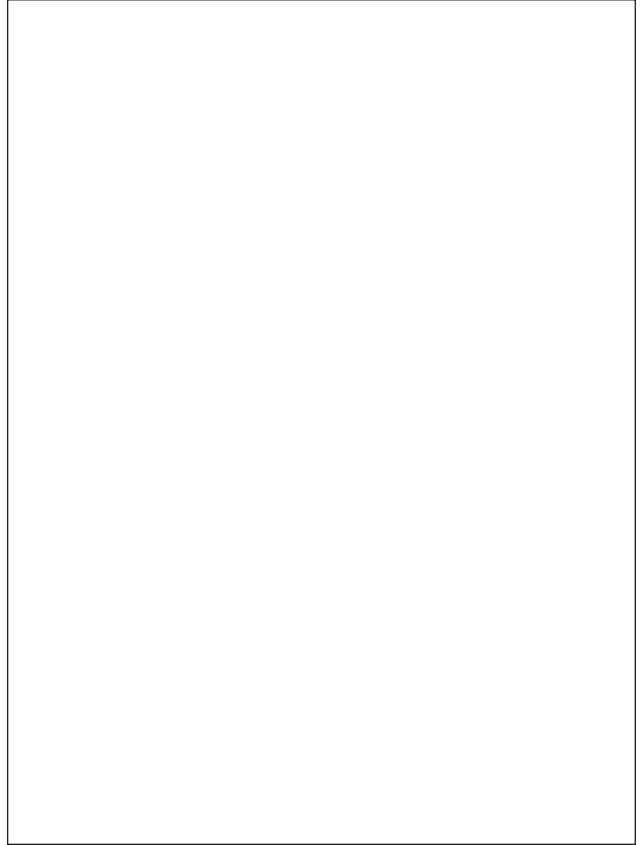
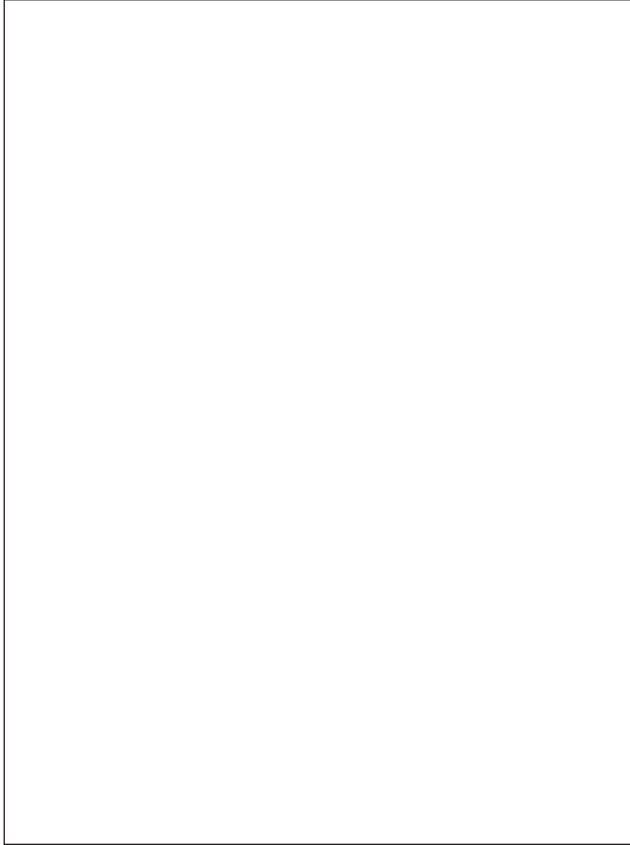
Time available: \_\_\_\_\_

3) \_\_\_\_\_.

Q: What do I do now?

Time available: \_\_\_\_\_

## Sketching My Ideas



# How to Promote Your Club to Potential Members

**External Event:** \_\_\_\_\_

- ☐ Public event    ☐ Within a Corporation/Business    ☐ To another organization  
☐ Regular Club Meeting    ☐ Demonstration Meeting    ☐ Open House  
☐ Speechcraft Series    ☐ Speech Contest  
☐ Special Event    ☐ \_\_\_\_\_

Theme: \_\_\_\_\_ Date: \_\_\_\_\_

**Notes:**

## Identify Your Market(s):

### 1) WHO is your ideal audience/attendee?

(potential member, current member)

Who (precisely) do you want to attract?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### 2) What are their PAINS or NEEDS?

(fears, key problems, issues or challenges)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### What are the Benefits to THEM?

Why would they attend, enroll, join, etc.?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

***“Begin with the end in mind.”***

Dr. Stephen R. Covey

Author, *The 7 Habits of Highly Effective People*

## Building Your Event:

- ☐ Ask “How does this serve the Attendee?”
- ☐ Focus on the end result(s) to the Member
- ☐ Reinforce the benefits (take-aways)
- ☐ Envision the event outcome(s)
- ☐ Energize your vision with excitement
- ☐ Share your vision with others
- ☐ Pay attention to the small details
- ☐ Offer abundant value for their time
- ☐ Promote the #hashtags everywhere!
- ☐ Ask the end-user (attendee) for input
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

# Event Promotion Checklist

## Information:

- ☐ **GRABBER HEADLINE!**
- ☐ Event Name
- ☐ Event Day of the Week, Date, Year, Time
- ☐ Event description (*make it enticing!*)
- ☐ WHO should attend and WHY  
WHAT are the benefits of attending
- ☐ Name of the hosting Club
- ☐ Location (physical or hybrid)  
Full street address with postal code  
Name of the building  
Parking information (and if there's a fee)  
Map, or link to an accurate map
- ☐ Location (virtual)  
Zoom meeting information, passcode, etc.
- ☐ Time Zones (UTC, and local)  
☐ UTC + \_\_\_\_ ☐ Pacific ☐ Eastern
- ☐ Registration, Start, Breaks, Adjournment
- ☐ Costs (early bird, regular, at the door)  
Due date(s)  
PayPal, Venmo, credit card options, etc.
- ☐ Contact person for event  
Name, email address, phone number(s)
- ☐ Website links  
For more details, information, registration...  
Zoom, EventBrite, bit.ly, etc.
- ☐ Call to Action - *create a sense of urgency!*  
(*Register today! Enroll now!*)

## Design Elements:

- ☐ Toastmasters Logo and/or Wordmark
- ☐ TI branding colors, gradients, transparencies
- ☐ TI branding fonts
- ☐ TI photos, or your own members  
(ex: Speakers, Leaders, Action pictures)
- ☐ Event Title (Speechcraft Series, etc.)
- ☐ Photo(s) (ex: microphone, audience, etc.)
- ☐ Image(s) (ex: microphone, gavel, lectern, etc.)
- ☐ Map with link
- ☐
- ☐
- ☐
- ☐

## Registration Details:

- ☐ Member Name, Credential(s)
- ☐ Email address
- ☐ Phone number(s)
- ☐ Member info (Club position)
- ☐ Guest Name(s)
- ☐ Price: Early bird, cost, before what date
- ☐ Price: Regular cost, before what date
- ☐ Price: At-the-door, if available
- ☐ Payable to (hosting Club)
- ☐ Mail checks to name, address with zip code
- ☐ PayPal, Square, EventBrite links
- ☐
- ☐
- ☐

Resources available from Sheryl Roush, DTM, Accredited Speaker

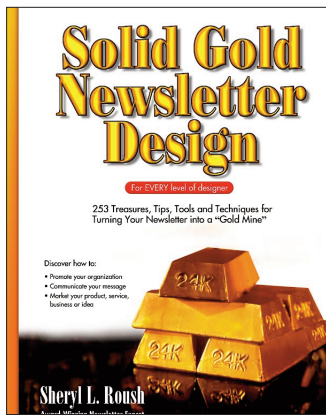


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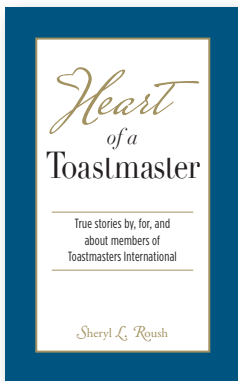
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Sheryl Roush received four Toastmasters International Top Ten Bulletin Awards.

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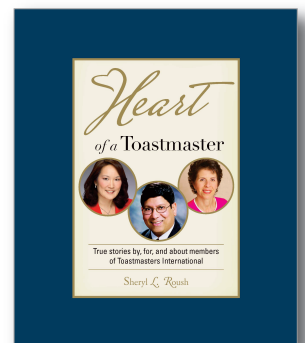
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