

## Recruiting the Future Top 10 Ideas for Getting New Members

### Ten Tips for Finding New Members

Recruiting is one of the most important tasks you will face. After all, it's the future of your organization. Whether speaking, sending mail, having conferences, advertising or face-to-face at lunch, there are some proven techniques for improving your recruiting efforts. Here are ten tips to help find and win new members:

#### 1. Make Sure You Have a Clear Picture of Who Wants to Join

The best first step is to know who wants to join your organization, or who should join it if they know about it. Who will most benefit from the value you provide? The success of your recruiting efforts all begins with your understanding, and your ability to turn into action, this single, key point. Find those people, and your efforts will pay off richly.

#### 2. Use a Strong Universal Selling Proposition (USP)

What are you offering a prospective member? Is it information? Status? Recognition? Ask your current members why they joined. Then, take those answers and turn them into a clearly stated proposition. Your proposition should answer the question, "Why this organization?"

*Example:* Here's why: We offer the professional development training you will need today and in the future to grow in your career.

That's a Universal Selling Proposition. Yours will be unique to your own organization. Prospects who join will join because they are interested in it. Make it strong, and make it sell!

#### 3. Create a Sense of Urgency

Then, make it sell now! Here's how. Find ways of offering membership that make it important to do it today. You can think up quite a few, but here are some in a nutshell:

- Join now and save \$300
- This offer expires on January 10. Then the cost of membership goes up 20%.
- Sign up by Friday and receive a free tote bag.
- Membership is limited to the first 300 who sign up.
- Only proven professionals like yourself are invited to join.

Whatever the reason, make it important to act quickly, and your prospects will respond.

#### **4. Answer Objections Up Front**

Everyone has objections to taking action, particularly when it affects the wallet. An old sales motivational line declared, “Objections are a sign of interest.”

Well, they really are.

If a prospect objects, then the prospect is thinking about what you are offering. Make sure you have the answers that will overcome the most common objections to your organization’s offer. The best way to do this is to overcome them *in advance* by answering them in literature, website, emails, faxes, meetings, conversations, and speeches. Use real examples, data, numbers, and testimonials to make your answers believable, and the recruits will respond—by joining.

#### **5. Make It Easy to Join (and Renew)**

“I don’t have the money right now.”

“That’s okay; just check here and we’ll bill you later.”

If you make it easy to buy, then more people will buy. Imagine if we couldn’t buy a home on interest. Pay for goods with a check or credit card. Had to pay cash for purchases on the Internet.

The easier it is to join your organization, the better. Offer payment options. Offer a Web-based membership application. Offer time payments. Offer to bill later. And don’t forget renewals. Offer automatic renewal for a discount in membership. It works.

#### **6. Make All Your Recruiting Efforts Personal**

No matter what medium you choose—whether it’s direct marketing, advertising, meetings, face-to-face or the Internet—prospects respond to personalization. After all, part of your organization’s offer is wrapped up in professional and personal development. People want to be treated and considered as individuals. Use personalization wherever possible, and you will attract more people who want to join.

#### **7. Lead with the Benefits. Satisfy Their Needs. Then Talk Price.**

When you have settled on a USP, then determine how your members benefit from membership. Don’t confuse this with features—those items they get with membership like hats, trips, conferences, and books. Determine how they will gain from being members. Use these benefits when presenting to prospects. Once you have identified the benefits, then demonstrate how your organization delivers them to members so they can reach their goals.

After you have convinced them that they will benefit from the organization, then talk about how valuable membership can be.

## **8. Use Your Network**

Your personal network and your organization's institutional network are your greatest recruiting assets. By tapping into members, friends, colleagues, even lapsed members, you will uncover new avenues that lead to new prospects. One of the greatest sources of new members is member referrals. Your organization's networks are where you will find them.

## **9. Establish a Regular, Measured Recruiting Program**

Recruiting should be a planned, implemented, and measured part of your daily business routine. Make it part of the formal structure of your organization. Assign resources and goals to it. Monitor the work. Measure the results.

## **10. Learn from Your Success**

This is very simple. Find out what works for you. Keep doing it. Find out what doesn't work. Revise it and try again. Keep changing it until it works. Then keep doing it!