



How to Be Prepared When a Membership Development Opportunity Happens

“Trust yourself, you know more than you think you do”

~ Benjamin Spock

You have just been given the opportunity to introduce your organization to a potential member. How comfortable are you talking about your club? Can you give a concise description of your organization? Will you find yourself hemming and hawing when trying to find the words to describe your club?

Unfortunately, very few people are capable of giving a short, concise description of their organization. Also, there is very little consistency between what each of your members would say when they are asked to describe your organization. This is a problem!

Part of any organization's membership development plan should include coming up with a concise and short description. To maintain consistency, this description should be taught to each member. An “elevator speech” is a concise description that can be given in about 30 seconds or less, about the time it takes to go from one floor to another in an elevator. (I assume that the person who came up with the description lived in a big city with very tall buildings or very slow elevators.)

So, as the membership development leader in your organization, come up with a short, concise description of what benefits your organization offers and be sure to teach it to the rest of your membership. This will help everyone when one of your members has to give an elevator speech about your organization to a potential new member.

John Bailey mentors volunteer organizations and associations on how to get the most out of their membership development efforts. He uses keynotes, seminars, and individualized training to teach the steps necessary to transform any organization into a Membership Magnet.”

To find out how you can have John Bailey come and personally teach your organization the art of the "Elevator Speech" contact him at John@JohnBaileySpeaker.com

Be sure to visit John’s website for additional tips and tricks at:

<http://www.JohnBaileySpeaker.com>

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John Bailey is an internationally recognized expert who helps associations, organizations, and government agencies overcome such obstacles as leadership, change, and membership development. John does this through keynotes, seminars and personal training. He is the author of “Build Membership Mojo: 98 Proven Steps to Build, Grow, and Maintain a Thriving Membership Organization,” as well as dozens of nationally-read articles.

What can John Do for you? John can be reached at John@JohnBaileySpeaker.com or (703) 994-2040

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