



Chapter Best Practices

MEMBERSHIP

PRACTICE: BUILDING A PROSPECT LIST

PURPOSE: To learn how to build and maintain a member prospect list

GOAL: recruit new members

DELEGATE: VP membership

1. Use a contact management service like ConstantContact or MailChimp.
2. Set up a form on your website.
3. Ask industry affiliated people you meet at networking events for permission to put them on the list.
4. Ask industry affiliated people you speak to at events if you may put them on your list.
5. Make it easy for people to unsubscribe.
6. Send something of value to the list on a regular basis (a monthly tip or newsletter)
7. Be a valuable resource for people, not someone always promoting an event or an offer.
8. Think of the 80/20 rule, when you send out items to the list. Make it 80% content, 20% commercial messages.
9. Send out a mass mailing twice a year. Maybe this is a big holiday card mailing or some notice to let you know you exist. Better than just collecting the names and doing nothing with them.
10. Send an e-newsletter four to twelve times a year. This is at least getting your name out there on a regular basis. Maybe you are sending out tips to everyone and including invitations to education programs or networking events that you are hosting.
11. Practice hyper segmentation by type of prospect. Then you will be able to tailor messages and offers based on your relationship. You can also target by geographic location. Now you can practice the Golden Rule of outreach: only send messages to people that they might like to receive (isn't that how you would like to be treated?).