


The Member Journey



MEMBER JOURNEY	AWARENESS	RESEARCH COMPARISON	GUEST	MEMBER 	ADVOCACY
TYPICAL QUESTIONS	<p>How can I improve my skills? How can I solve my problem? What solutions are out there?</p>	<p>Who is out there? What do they offer? What reviews? How much does it cost?</p>	<p>Where is it located? How can I get in touch? What will happen when I go? Is it free? Who is there?</p>	<p>Is this a fit for me? How does this compare? Does it meet expectations? Was it the right choice?</p>	<p>How can I share my enthusiasm about this experience? How can I tell others?</p>
EMOTIONS/ FEELINGS	<p>Curious – Worried - Interested –Skeptical - Hopeful – Willing to learn - Enthusiastic</p>	<p>Discretionary. Subjective. Unsure. Weighing pros and cons. Focus: Time, money, quality.</p>	<p>Excited – Hopeful Willing to have a new experience – Brings own expectations – Do they look like me? Do I fit in?</p>	<p>Validating internally that it is the right move. Justifying to friends and family. Establish relationships.</p>	<p>Enthusiastic. Involved. Eager. Optimistic. Willing to share and support others.</p>
WE NEED TO....	<p>Be present, make sure that we are found. Build our authority and help them trust us.</p>	<p>Be clear about our offer: When – where – how much. Show Benefits - Success record.</p>	<p>Provide clear logistics. Be easy to approach. Be responsive. Show who we are.</p>	<p>Have a warm and welcoming attitude. Exercise active listening. Answer questions.</p>	<p>Encourage happy Members to spread the word. Use TMI incentives and create special ones.</p>

The Marketing Map



MARKETING MAP	AWARENESS	RESEARCH COMPARISON	GUEST	ADVOCACY
<p>SEARCH ENGINES/ GOOGLE – YOUTUBE</p>	<ul style="list-style-type: none"> • BLOG ARTICLES • PODCASTS • TOP XY LISTS • LOCAL PAPERS • INTERVIEWS • GOOGLE PROFILE • PAID ADS 	<ul style="list-style-type: none"> • DATA SHEETS • INFOGRAPHICS • PATHWAYS ARTICLES • UNIQUE SELLING POINT LISTS • TESTIMONIALS 	<p>CREATE EVENTS!</p> <ul style="list-style-type: none"> • EVENTBRITE • MEETUP • FACEBOOK • LINKEDIN <p>GOOGLE BUSINESS PROFILE/MAPS</p>	<ul style="list-style-type: none"> • ENCOURAGE REFERRALS • CREATE TESTIMONIAL • RECORD AN INTERVIEW
<p>SOCIAL MEDIA</p>	<p>SHARE!! SHARE ALL PUBLISHED ARTICLES AND VIDEOS WHETHER YOUR OWN OR TAKEN FROM TOASTMASTERS MAGAZINE</p>	<p>SHARE!! ARTICLES THAT EXPLAIN WHAT YOUR CLUB OFFERS – POINTS OF STRENGTH – POINTS OF DIFFERENCE. GET REVIEWS</p>	<p>POST!!</p> <ul style="list-style-type: none"> • YOUR CONTACT INFORMATION • THE DATES OF THE NEXT TWO MEETINGS • PHOTOS OF PAST MEETINGS 	<ul style="list-style-type: none"> • SHARE THE NEW MEMBER’S INTERVIEW • SHARE THE TESTIMONIAL • CELEBRATE THE NEW MEMBER WITH A «WELCOME TO OUR CLUB» POST
<p>EMAIL WHATSAPP TELEPHONE</p>	<p>MAKE SURE YOUR CONTACT INFO APPEARS ON EVERY ARTICLE</p>	<p>MAKE SURE PROSPECTS CAN EASILY FIND YOUR CONTACT INFORMATION</p>	<ul style="list-style-type: none"> • ANSWER WITHIN 24 HOURS. • SEND GUESTS THANK YOU EMAILS ASKING FOR REVIEWS 	<ul style="list-style-type: none"> • KEEP THE NEW MEMBER INFORMED OF EVENTS HAPPENING AT AREA/DIVISION/ DISTRICT

BE QUICK TO RESPOND TO MESSAGES – EMAILS –PHONE CALLS. CHECK ALL INCOMING SOURCES ON A DAILY BASIS

Tips and Ideas



20 CONTENT IDEAS TO POST ON SOCIAL MEDIA

Try and use variety to keep your audience engaged. Try new things from time to time. Create templates in Canva, at least three or four different formats, and then use them to showcase your content.

PICK AND MIX

- REMIND PEOPLE WHO YOU ARE**
How did your Club get started? Who is the Club's founder? What is their story? What was their motivation? How did things develop?
- SHARE CLUB, AREA, DIVISION NEWS**
Is someone having a special event that might interest your audience? Is TED coming to your city? Is your Club holding a special competition? Give results and if possible, share pictures/videos (of past contests).
- GO BEHIND THE SCENES**
Who runs your Club? How do they do it? How are decisions made? What are their roles? Take pictures of an Ex Comm meeting or a short video. Or perhaps show how the meeting rooms is set up before the meeting starts etc.
- POST A FLASHBACK**
Your Club has loads of memories. How about sharing some of them? Once a month could be a good rhythm. Perhaps every last day of the month you could have a "Flashback Day".
- SHARE PERSONAL STORIES**
This is very powerful. People love to hear a good story! Stories capture our attention, communicate meaning, they help us understand the world and ourselves. TESTIMONIALS!
- ANSWER FAQs**
Write down a list of questions guests frequently ask when they visit your meeting. Write comprehensive answers and then post one question/answer every week.
- SHARE RELEVANT QUOTES**
You can easily find them online. Dr. Ralph Smedley, the Founder of Toastmasters International, has some excellent ones. Create a special format for your Quotes and post one per week or every fortnight.
- SHARE VIDEOS/GO LIVE**
Videos are a popular form of social media content. Take short videos (Table Topics for example) and share the best ones. If you can, GO LIVE at least once a month. You could have a monthly Guest interview on relevant topics, for example.

- POST INTERESTING STATS OR DATA**
TI publishes Stats regularly. Find them under RESOURCES on their website. The latest data was published in July 2022. You can also find interesting data and numbers on leadership and public speaking through Google search.
- SHARE A SUCCESS STORY**
Everybody dreams of great success in life. Reading the stories of people who have accomplished extraordinary things is something that most people are passionate about.
- SHARE A LOSS OR FAILURE**
Failure is part of life and often part of the path to success. Sharing failure helps people understand what to do and what not to do. Learning from other's mistakes is safer than personally going down the wrong path.
- POST BENEFITS**
Which benefits can a person gain through joining Toastmasters? Make a list, for each benefit give specific examples that relate to either one's personal or professional life. Make it relatable through real examples.
- POST ABOUT WHAT YOU OFFER**
So... what do you exactly offer as a Club? Make a list: we have 11 Learning Paths, we offer Mentorship, we offer practice and feedback, etc. Just with Pathways alone you could have 11 weeks' worth of content: just unwrap each path.

- POST YOUR NEXT TWO OR THREE SCHEDULED MEETINGS**
Most Clubs post about their upcoming meeting. Make sure you post at least the next two dates. Giving people visibility over a longer period, helps them plan. People have busy schedules!
- SHOW HIGHLIGHTS OF YOUR LAST MEETING**
This is a popular type of content. When you post pictures, make sure you tag everyone in the photos, so everybody on their friends' list will see your post. (That's what social media is all about!)
- ASK A QUESTION**
Ask open ended questions to spark conversation. Getting people involved (engaged) is the ultimate goal of social media. People read information through a website but engage through social channels.
- HOST A POLL**
Polls can be both amusing and informative. Polls are fun to participate in and can be quite informative about how the audience feels about a certain topic. Together with questions, it is a great way to spark conversation.
- RE-SHARE OLDER CONTENT**
You might have created some very interesting content (like testimonials) a few years back. Is it okay to re-share it? The answer is yes, if it is still relevant. Just make sure you edit your content to update it, if necessary.

30 POLL IDEAS FOR FACEBOOK AND LINKEDIN

Think of questions that can provide you with ideas for future posts or that can spark conversation through comments. - Remember to include an “open” answer option to encourage that. For example: “Other, please comment”.

1. When was the last time you spoke in front of more than two people? (week - month - year - never)
2. How confident are you when speaking in front of a group of strangers?
3. Do you think shyness can be cured?
4. Is technology positive or negative for communication?
5. Would you participate in a Virtual Reality Toastmasters meeting?
6. Is being adaptable (cheerful - determined etc) one of your strengths?
7. Do you like the sound of your own voice?
8. If it were easy and inexpensive, would you change the sound of your voice?
9. Do you think IQ is more important than EQ (Emotional Intelligence) in your work environment?
10. Are you easily bored when listening to someone speak?
11. If you had the chance, would you accept to be a Ted Speaker?
12. Do you ever talk to your pets?
13. When you talk to your pets, do you think you clearly understand their answer?
14. Are you working in a field you went to school for?
15. Do you work best alone?
16. Do you lead a team?
17. If you had a team, how often do you think it is right to check on their progress?
18. Do you consider yourself more introverted or extroverted?
19. Who is more successful in life: introverts or extroverts?
20. Do you tend to make decisions in the moment or do you usually weight pros and cons?
21. My motto is: (Privacy, please! - Ask me anything!)
22. Is risk taking an important skill?
23. Do you think people should rely on their gut feelings?
24. Is it okay to compromise quality to meet deadlines?
25. Do you feel that emails overtake your day, or do you have a plan to handle them?
26. What do you wish you had more time for? (Family, friends, dating, hobbies, sport, travel etc.)
27. Have you ever mentored someone?
28. Should a Mentor let Mentees know how they are performing relative to others?
29. Should a Mentor shield Mentees from potentially harmful situations or people?
30. Talent vs. Skill? Which do you believe matters the most in career success?

WHERE CAN I FIND....?

ROYALTY FREE PICTURES AND VIDEO CLIPS

- PEXELS <https://www.pexels.com/>
- PIXABAY <https://pixabay.com/>
- UNSPLASH <https://unsplash.com/>
- PICKWIZARD <https://pikwizard.com/>
- CANVA <https://www.canva.com/>

ROYALTY FREE MUSIC AND SOUND EFFECTS

- PIXABAY MUSIC <https://pixabay.com/music/>
- FREE MUSIC ARCHIVE <https://freemusicarchive.org/home> attribution may be required
- YOUTUBE STUDIO – scroll down the menu on the left and find MUSIC LIBRARY

FREE STREAMING PLATFORM

- STREAMYARD <https://streamyard.com/>

FREE CUSTOMIZABLE *Canva* TEMPLATES CREATED FOR VPPRs by Paola Perina

<https://bit.ly/3UUZ1SC>