



# The Member Journey

PR is team work

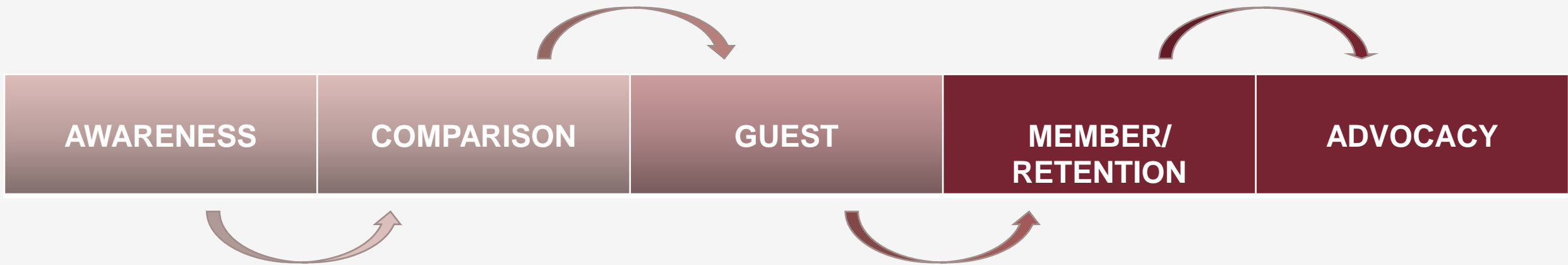
Paola Perina – District 109



# The Member Journey



# The Process



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## Member's Journey:

# AWARENESS

## Needs and Mindset

- They have a need – issue – problem
- They need more information
- Google Search
- Ask Friends
- Who/what can offer them a solution?

**Mindset: Curious – Worried – Interested – Willing to learn and understand more in depth**

# Member's Journey: AWARENESS

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## Club's Goals:

### Establish a relationship

- Answer their concerns and questions through high quality content

### Raise awareness

- We exist
- Who we are – what we do

### Show authority

- We are knowledgeable
- We can show success

### Show that we are trustworthy

# Trust factors – Trustpilot

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## INCREASE

- High Quality Content
- Quick Replies
- Many Reviews
- Clear Mission and Values



## DECREASE

- Website URL is not secure
- Outdated Website
- No reviews



# Actions to take: Address main needs - Show Authority

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## WEB

- Blog Articles
- Top XY Lists
- Podcasts
- Magazines/ Local papers
- Google Business Profile



## Social Media

### SHARE

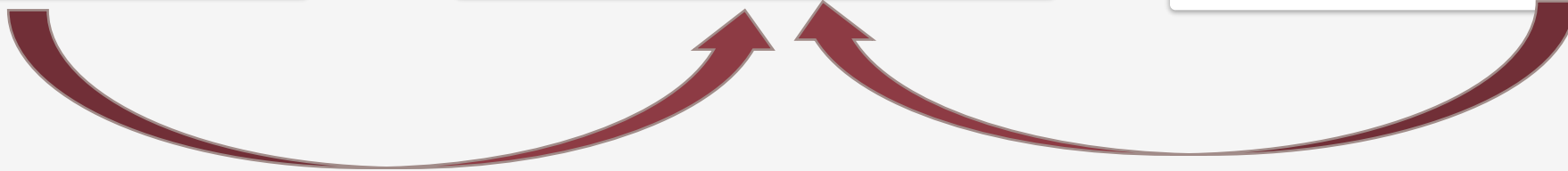
- Blog Articles
- Podcasts
- Lists
- YouTube Videos
- Live Interviews



StreamYard

## Video and Streaming

- FAQs
- Tips
- Tutorials
- Top things to know
- Educationals
- Interviews







public speaking training near me



All Maps Images Videos News More

Tools

About 1,200,000,000 results (0.67 seconds)

## Public Speaking Training

Rating

Hours

### Verona Toastmasters Public Speaking Club

5.0 ★★★★★ (34) · Training centre

7+ years in business · Verona, Province of Verona · 34...

Closed · Opens 7:30PM Tue

On-site services · Online classes



Website



Directions

### Dott. Patrick Facciolo · Corsi Public Speaki...

5.0 ★★★★★ (5) · Adult education school

Milan, Metropolitan City of Milan · In World Service Info...

Open · Closes 8PM

Online classes



Website



Directions

### English for Professionals

No reviews · English language school

Parma, Province of Parma · 349 397 7829

Open · Closes 10PM

On-site services · Online classes



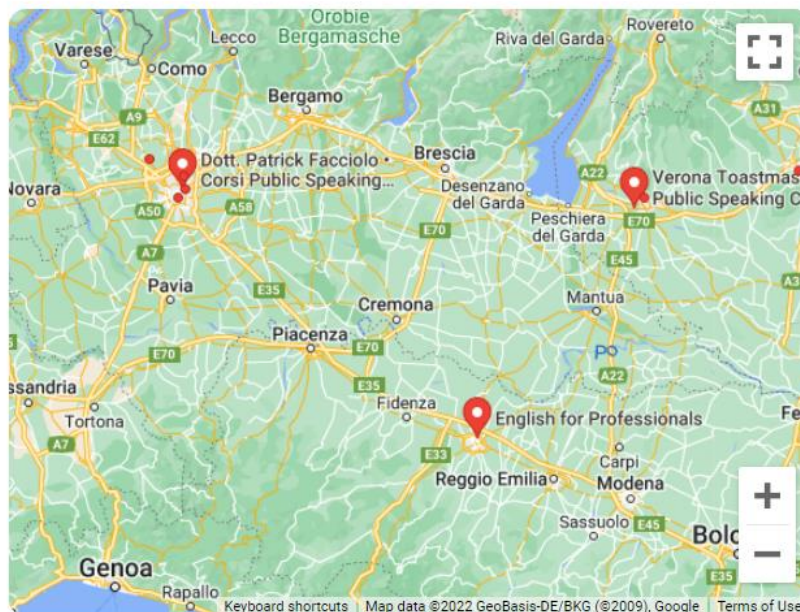
Website



Directions



More places



## People also ask

How do you train for public speaking?



Where can I learn public speaking skills for free?







### Verona Toastmasters Public Speaking Club

5.0 ★★★★★ 34 reviews  
Training centre

[Manage your Business Profile](#)

566 views this month

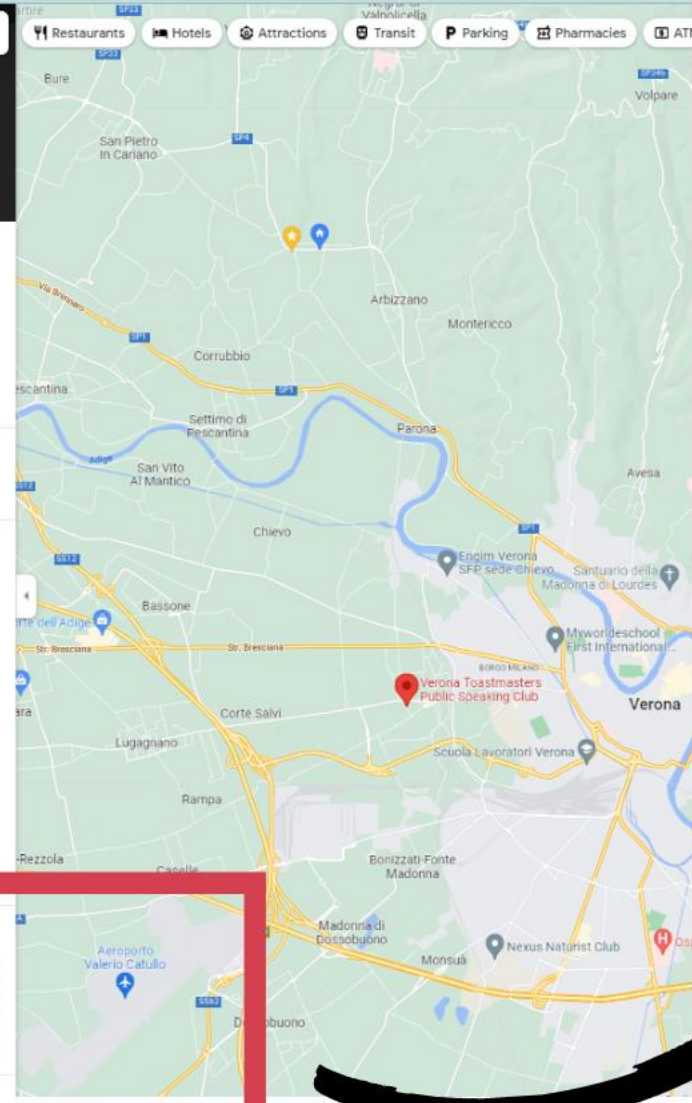
- Directions
- Save
- Nearby
- Send to your phone
- Share

- Via Giovanni Anselmi, 7 / A, 37139 Verona VR
- Closed · Opens 7:30PM Tue
- Health and safety: Appointment required · Mask required
- verona-toastmasters.it
- verona-toastmasters.it
- 340 126 8362
- CWQR+8P Verona, Province of Verona
- Add a label

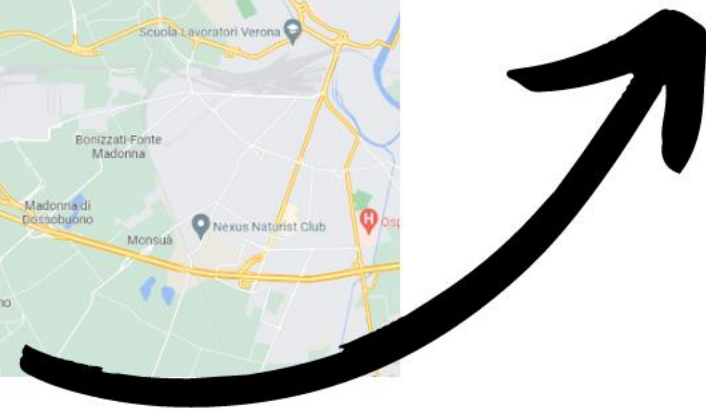
[Suggest an edit](#)

#### From the owner

Why Bother with Mentoring? Some people say having a mentor...  
1 day ago  
[Learn more](#)

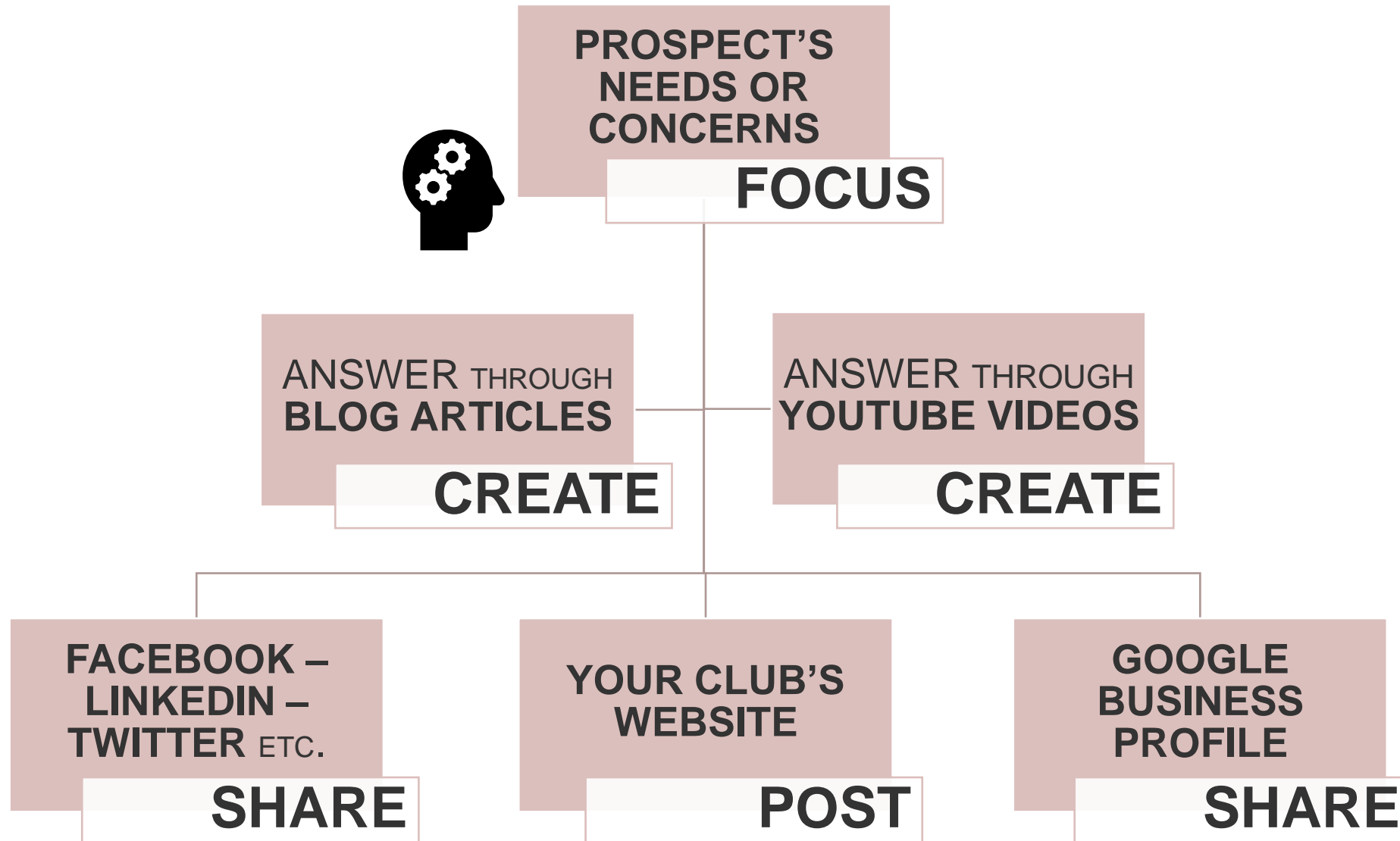


Through Google Business Profile  
it appears in  
Local Searches



**JOURNEY STAGE:  
Awareness**

# Example Strategy Map



## Member's Journey:



## COMPARISON

## Needs and Mindset

- Gathering Information
- How, specifically, can we solve their problem?
- Evaluation of options
- Head-to-head comparisons
- Reviews
- Time requirements & Price

**Mindset: Investigative, Analytical**

# Member's Journey: COMPARISON

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**Club's Goal:**

**Competition**

- Know who they are
- Know what they offer

**What makes us different?**

- Toastmasters unique selling points
- What makes our Club unique?

**Gather social proof**

- Get Reviews
- Get Testimonials

# Actions to take: Highlight uniqueness – Get reviews and testimonials





## Member's Journey:



## DECISION

## Needs and Mindset

- Search for Contacts and Directions
- Send inquiries
- First Impressions
- What is the perceived quality?
- How does this environment make me feel?
- Does this solution appear to be a match for my needs?
- **Mindset: Curious – Interested – Hopeful – Excited – Ready to make a decision**



# Member's Journey: DECISION

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## Club's Goal:

- Be visible
- Be easy to find
- Be responsive
- Show welcoming attitude
- Be well prepared

**BUILD TRUST**

# Actions to take:



## Events

### CREATE events

- Meetup
- Eventbrite
- LinkedIn
- Facebook



## Respond

- Timely reply
- Keep on top of all sources of incoming messages
- Send follow-up email to guests asking for a review



## Google and Maps

- Google Business Profile
- Google Maps

# New member: is the journey over?





## Member's Journey:

# RETENTION

### Needs and Mindset

- Was it the right choice?
- Am I fulfilling my initial needs? Solving my initial problem(s)?
- Does this solution demonstrate consistent value?
- Is my actual experience matching expectations?

**Mindset:** Curious - Doubtful - Interested - Eager - Investigating - Willing to learn and understand more in depth

# Member's Journey: RETENTION

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## Club's Goal:

- Listen to member's needs
- Support member's goals
- Offer great value
- Create a fun environment
- Encourage networking

# Actions to take:



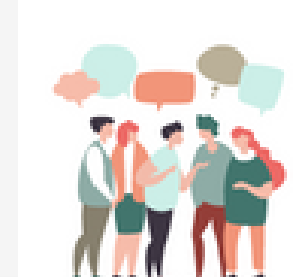
## Conversation & Mentoring

- Personal Interviews
- Connection with a Mentor



## Focus on Quality & Inclusion

- Guest Speakers
- Webinars
- Involvement in projects



## Networking & Fun

- Social media groups
- Pizza, After meeting get togethers!



## Recognition Celebrate Achievements

- Awards
- Newsletter
- Social media



# Member's Journey: RETENTION

## INTERMEDIATE

- Invite to ExComm
- Mentor new Members
- Chair Club Contest or Event
- Biggest learning from last year
- Future educational plans
- Pair up with DTM

## ADVANCED

- Have a themed meeting in their honor
- Ask to share memories/history of the Club
- Thank you cards signed by all Members
- Ask for Educationals/keynotes
- Assign advanced mentee from Intermediate group

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## Member's Journey:



## ADVOCACY

### MINDSET

**People will enter this stage when:**

- They feel they made the right choice.
- Product/service meets or exceeds expectations.
- They think the choice they made can be useful to people they know

# Member's Journey: **ADVOCACY**

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## Club's Goals:

- Involve them in projects
- Communicate Incentives
  - ☐ Smedley Award
  - ☐ Talk Up Toastmasters
  - ☐ Beat the Clock
- Encourage referrals through Club's Recognition



**Focus on prospects' needs**  
**Create a list with their questions/concerns**  
**Create High quality Content**  
**Be easily found through Google**  
**Collect reviews**  
**Nurture your Members**  
**Help your Members tell the world!**









Thank you!



If you would like to connect with me



send me an email



perinapaola@gmail.com