

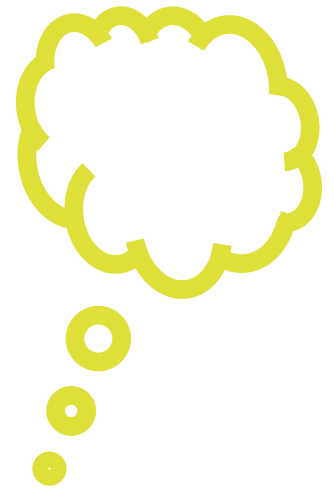
Member Recruitment: Getting Attention

Step into the shoes of your prospective members.

What is on their mind? What is on their to-do list?

What are they hoping to gain? What is causing them pain?

To get attention focus your recruitment messages on what they are thinking about.



Exercise: Brainstorm with your team, or run a focus group with different types of prospective members. Find out what areas they plan to address over the next 12 months that they anticipate that you (membership) might be able to help them with.

Review Google. What terms and phrases are they using when they search for help?

Here are some ideas:

- I want to get a good night's sleep
 - I want to stop worrying about...
 - How do I reduce the pressure of...?
 - I need more support, help and advice with...
 - I want more job security

- I feel lonely and isolated. I want more friends
- How can I meet more people...
 - Like me?
 - In a similar situation to me?
 - Who can help me...

- I want to feel like I belong

- Want to Improve my organisation
- I want to grow my business
 - I want to sell more
 - I need to find new customers
 - I want to be confident I am recruiting the best
 - I want to have staff who are committed to being professionals

- I need to save money
 - How can I cut costs?
 - How do I increase income? I want to earn more

- I want to save time

- What can I do to help people take me seriously?
- I don't think people recognise my talents. I want people to know what I have done. I want recognition
- I want to demonstrate my professionalism

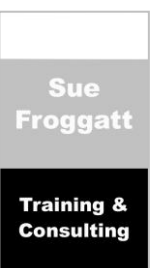
- I want to stand out. What will set me apart from my peers?
- How can I get ahead?
- I want to boost my career chances. How can I enhance my CV (personal branding)?
- I want to get another job
- What can I do to help me find a new/different job?
- I want to learn new skills
- I want to play with new technology

- I want people to think I am important.
- I want other people to think I am cool and trendy

- What's the best way into the profession?
- I want more experience in....

- I want to make sure stay on top of what is important, & keep up-to-date with, what is happening
- I want to stop being distracted

- I want to do something different
- I want a better work life balance
- I want to make a difference – I want to get involved in something meaningful
- I want to get things changed
- I want to collaborate on worthwhile projects
- I want to feel good about myself
- I want more fun
- I want to travel
- I'm bored. I want to feel motivated, enthused, inspired, stimulated, challenged, etc.
- I wonder how I am doing. I want to compare myself with others like me



Finally here are two slides from my training seminars that might also help:

We worry for 36 minutes every day

Daily Mail Reporter

people are unable to concentrate at work and either sleepless nights and rifts with their partners.

One in ten said they feel stressed for more than two hours a day, while one in two worry so much it has affected their health.

Yesterday a spokesman from the Everyman Campaign, which carried out the study, said: "People are wasting far too much time stressing about things."

"Money is dominating most of people's thoughts. It's interesting to see that petrol prices take priority over people's sex lives."

A whole raft of worries about different areas of adults' lives, but it's interesting to see that health concerns are quite far down the list.

A quarter polled blamed the slipping downwards for their stress levels, while three in ten said it was just "who they were".

A massive 86 per cent of those surveyed said women worry more than men. One in five is bothered about house prices and the risk of cancer; and one in six is worried about pensions and heavy workloads.

Other issues to make the list included ageing parents, being judged by others and ticking biological clocks.

The survey found three in ten have become depressed due to their worrying, one in ten admitted it has affected their relationship with their kids and one in twenty has lost friends.

Nearly half of respondents admitted they won't stop worrying, but a third said they tell no-one of their fears, while one in ten avoid their concerns to work colleagues.

Four in ten admitted they were "born worriers", and seven in ten wished they could not worry so much. And when it comes to switching off from daily stresses and strains, one in six go for a glass of wine and one in five snuff in front of the TV.

ON for goodness' sake, what are you stressed out about now?"

ONLINE concerns range from rising debt and falling salaries to bulging waistlines and disappointing sex lives.

But the amount of time the average Briton spends stressed is still likely to surprise.

We waste 36 minutes every day worrying, a study has revealed, which equates to nine whole days every year - or a year and a half during a lifetime.

Remarkably, weight gain is more of a concern than debt, health or

The high cost of living, feeling stuck in a rut and body weight are the most common causes for concern, the survey of 2,500 people aged between 16 and 65 found.

debt, a quarter are concerned they are not living life to the full and one in five is troubled about family members falling ill.

Researchers discovered that extreme anxiety has meant many

Top Three Worries

1. Money - rising debt and falling salaries
2. Losing weight
3. Being 'stuck in a rut' - not living life to the full!

Gen Y Thoughts?

Hope?
Freedom?
Confidence?

- **WORRY:** I hope they don't make me redundant... I feel vulnerable in my job right now... what can I do to protect myself?
- **BRAND ASSOCIATION:** How can I make my CV look more impressive?
- **DEBT:** How can I get a pay rise?
- **CHANGE:** What needs to change in my life? What shall I put on my New Years Resolution list to do next year?
- **RECOGNITION:** How do I get more respect at work and get recognised as a professional?
- **FUN:** My crowd at work are older, too serious and not like me - I want more fun and to have a laugh
- **LONELY:** I feel isolated... it would be nice to meet others working in insurance
- **EXPERIENCE:** How can I develop my (life)skills?
- **ASPIRATION:** I want to progress in my career and get ahead
- **BORED:** I'm fed up with what I am doing!

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