

# How Better Connections Win More Members For This Rotary Club



# Overview - what is coming up?

- Coach needed - Who is this - Simple but not Easy
- Tale of Two Tradies - The story of Bill and Ben
- The Connection Killer - THE SLAP - STOP Putting Nails in the Coffin
- Three Marketing Essentials
- The Team Sport
- Putting to all together and putting it into practice
- Your Questions

# Simple does not mean Easy

SIMPLE  $\neq$  EASY

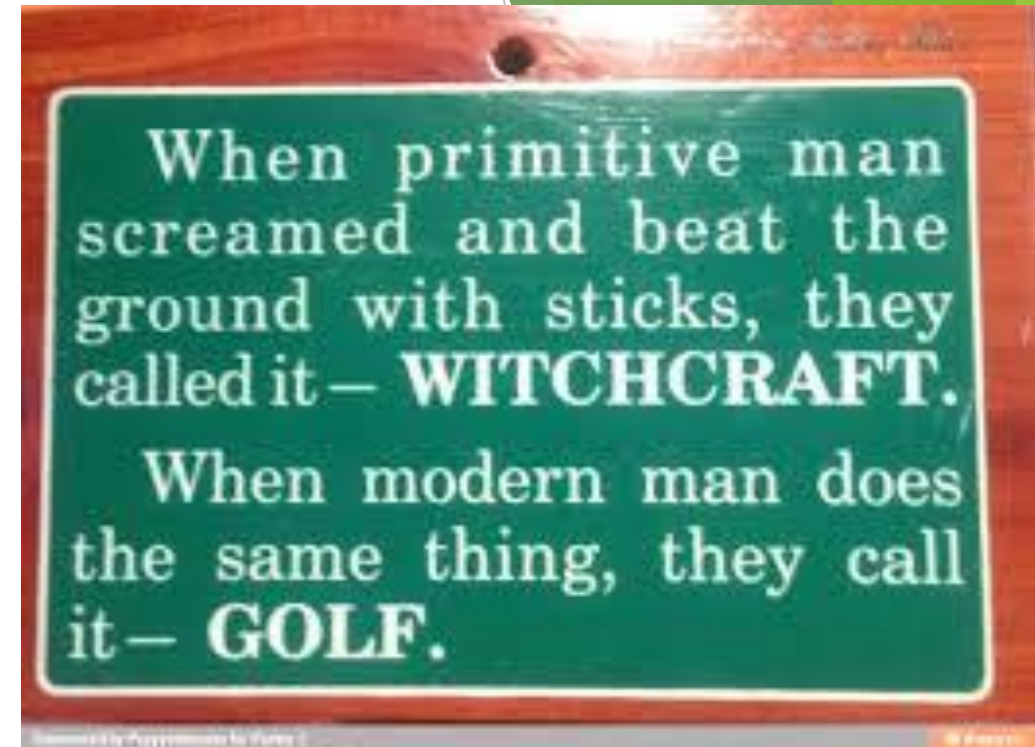
- ▶ FREE Trip to Rarotonga or Fiji is simple



- ▶ A Simple way to win Golf Tournaments

# Golf is Simple but not Easy

- ▶ A Simple way to Win Golf Tournaments.
- ▶ Hit the ball so that it lands in the hole - SIMPLE



# The Importance of WHO





Tiger Woods is a top golf player who wins PGA Tour completions and ... he has A Coach  
Or more accurately 6 Coaches with Hank Haney and Butch Haman the most well known

## **Co-Incidence or Necessity?**

Every Top Performer has a Coach - at least one, many have several

## **So Who Needs A Coach?**

Thriving in current conditions is tough, business is tough, COVID has made it tougher

I have qualified and as a Business Coach, Government funded as Partner Network

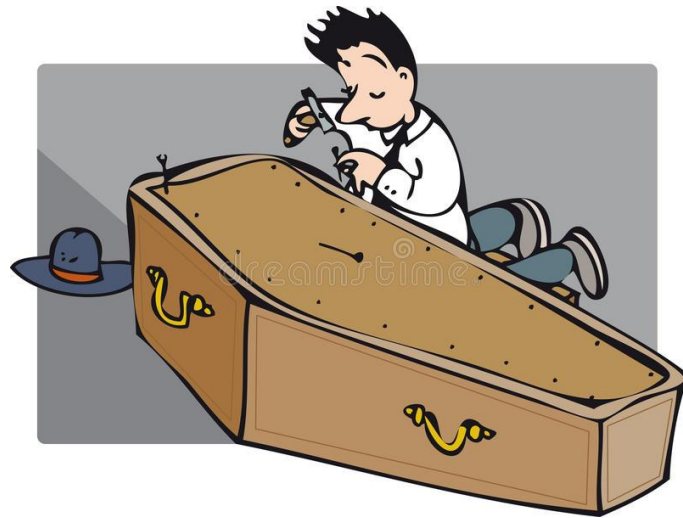
# Tale of Two Tradies - The story of Bill and Ben



# The Connection Killer THE SLAP STOP Putting Nails in the Coffin



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# I'm RETIRED



# Three Marketing Essentials

## Who, Problem, Solution

1. WHO? Who are you trying to reach?

What PROBLEM keeps them awake at night?

What do they want - **The Spice Girls** message -

2. What is the PROBLEM they DO NOT WANT?

What is the PROBLEM that keeps them awake at night?

Cashflow? Getting and keeping good staff? Getting good Clients? Profit?

3. What is the SOLUTION they want that they do not yet have, that we can help with?

Who can help? Connect with Rotary Members who can help SPECIFICALLY?

Relationships, Business Coach, Cashflow Assistance



# The Team Sport



- ▶ Any one Rotary member will not be able to turn around declining club membership.
- ▶ Each Member has something to offer.
- ▶ Can a member spend time with key client relationships?
- ▶ Brian can help with cashflow. Ian can help with Business Coaching
- ▶ Business Treasure Hunt. Business Coaching grant
- ▶ Can Rotary be a TEAM SPORT?
- ▶ Which Rotary Members do you introduce new person to first?
- ▶ Connect with Rotary Members who can help SPECIFICALLY? Time, skills, relationships

# Tale of Two Tradies - The story of Bill and Ben



- ▶ How Bill gained so little from Rotary and walked away?
- ▶ Ben gained so much from Rotary that he is keen to join...
- ▶ What a difference

# Putting it all together



1. WHO? Identify who we want to reach out to as new Rotary Members
2. What problem keeps them awake at night
3. What solution can we offer
4. Which Rotary Members can help them - in specific ways
5. Can some members spare time to help new member make real progress

# In a Nutshell

## Summing Up - How Better Connections Win More Members For This Rotary Club

1. Coach Needed - simple but not easy
  2. Tale of Two Tradies - Bill and Ben
  3. Connection Killer - Replace I'm Retired with connection bridge statement
  4. Three Marketing Essentials
    1. Who
    2. Problem
    3. Solution
  5. Rotary as a Team
  6. Putting it all together
  7. Making relevant connections
  8. Connect them to Rotary Members who can help
- And now ... Your Questions ...

