





Full Association Management Software

with

**BUILT-IN MARKETING AUTOMATION
& MEMBER PROSPECTING**

GET A DEMO

<https://cutt.ly/GrowthZoneDemo>

COVID-19 Resources for Associations and Chambers

Page updated 4/21/20



Association and chamber of commerce resources to help member-based organizations navigate the current COVID-19 situation. **SCROLL DOWN** for blog posts, guides, a gallery of announcements for social media updates, and more.

GrowthZone, ChamberMaster, & MemberZone Users:

Log into your software and view the dashboard message for software-specific resources.

asae COVID UPDATES

acce COVID UPDATES

re COVID UPDATES

INDUSTRY RESOURCES

+ ASAE Legislative Updates

[ACCE COVID-19 Resources for Chambers](#)

[Chamber Professionals Facebook Group](#)

[Association Chat Facebook Group](#)

[Main Street USA COVID-19 Resources](#)

BLOG POSTS

Member Renewal Letter Template 1

Member Renewal Letter Template 2

Building an Association Crisis Webpage

5 Tips for Virtual Meeting Newbies

THE FAMILIES FIRST COVID RESPONSE ACT

COVID-19 & HUMAN RESOURCES

ASSOCIATION CRISIS REPOSE PLANNING

DISASTER PREPAREDNESS FOR ASSOCIATIONS

RESOURCE LIBRARY

From In-Person to Digital Engagement

Workplace Health and Safety Flyer Template

[COVID-19] SAMPLE CHAMBER RENEWAL LETTER

ENGAGEMENT DOESN'T HAVE TO BE FACE-TO-FACE



HELPFUL ARTICLES

[The CARES Act: A Guide to the Resources for Nonprofit Organizations](#)

[Office Ergonomics: Your How-To Guide](#)

[Tips for Remotely Managing Your Team](#)

[10 Tips to Set up a Temporary Home Office](#)

[How to Embrace Remote Work](#)

COVID RESOURCES

+ Federal Information & Situation Reports

[Facebook Small Business Grant Program](#)

[United Way COVID Resources](#)

[CDC Situation Reports](#)

[WHO Situation Reports](#)

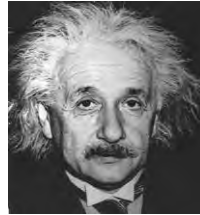


What you say and how you say it is important.





Madman
Brainstorm



Carpenter
Craft



Architect
Outline



Janitor
Edit





Before you write - *Focus*

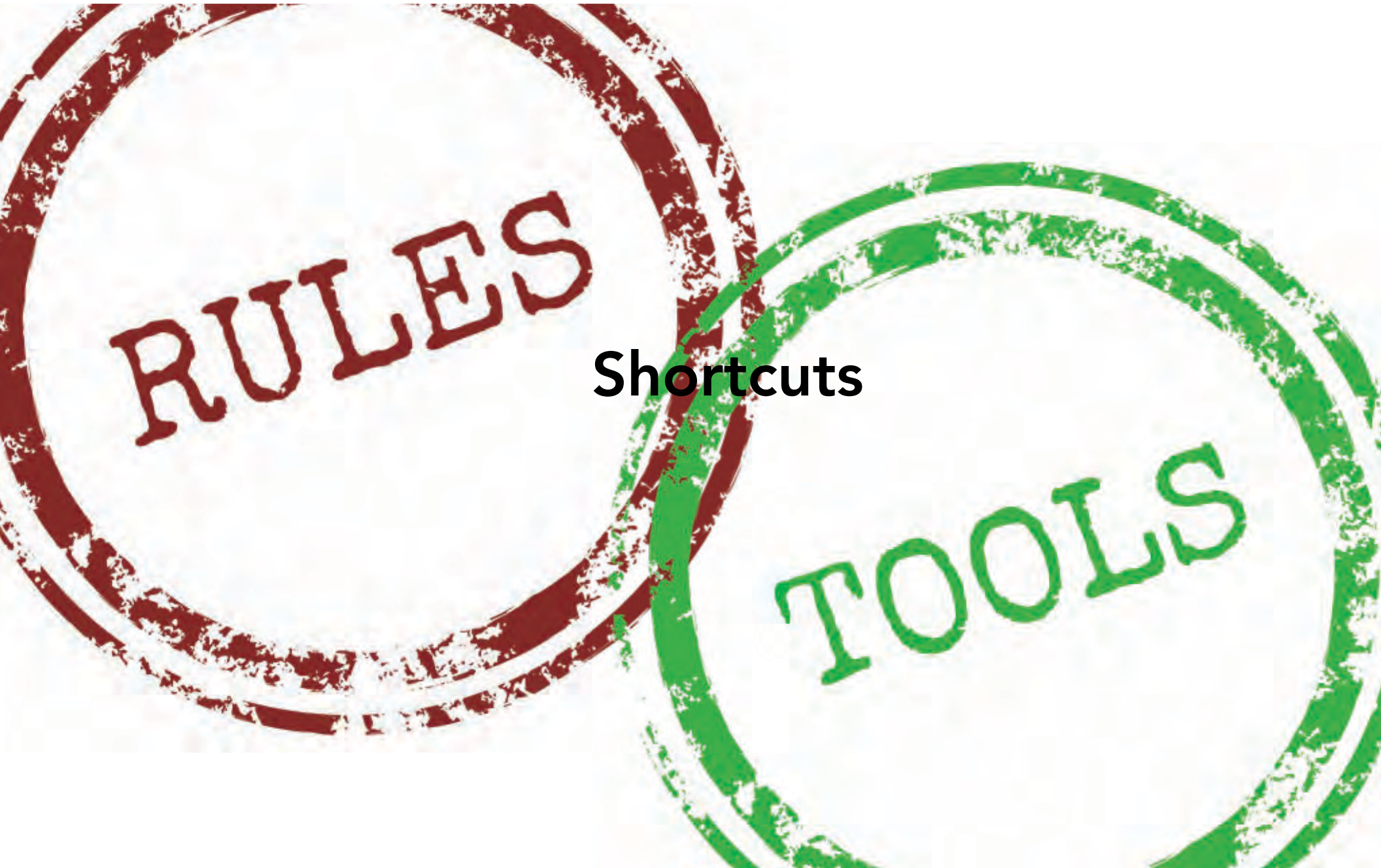
<https://www.growthzone.com/write-like-a-rockstar/>

How do you get great?

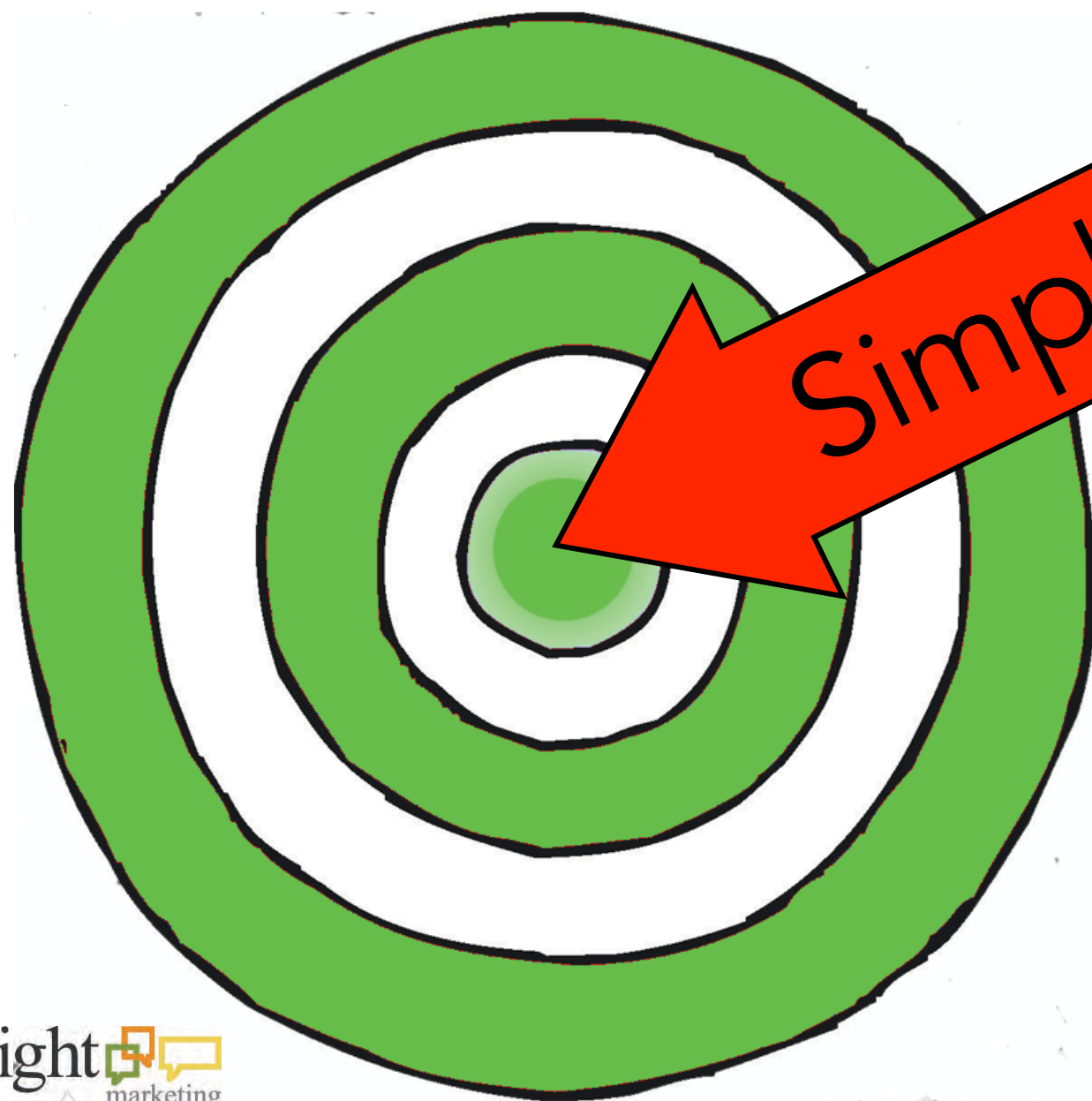
1. Ability
2. Opportunity
3. Advantage
4. Hard work

"10,000 hours of practice to achieve a level of mastery associated with being a world-class expert"

What if you don't have 10,000 hours?








Shortcuts



Simplify

as
you
write

Why is it so hard to simplify?

-  We think more is better
-  We think different color, fonts (etc) gets attention
-  We forget that they scan
-  WE can understand LONG sentences
-  We think every detail is critical to convince

Q: the color red ... ok to use in font?

What makes un-simple?

Studio 16 is coming to HHAOR providing "magazine ready" executive **headshots** and helping raise money for RPAC!

Secure your appointment below to get an upgrade for all your 2017 marketing needs!

Tuesday, January 10 through Friday, January 13

Here's how it works:

Schedule an appointment [HERE!](#)

Cash/check/credit card (no amex) = \$20.00 **(which will go directly to RPAC)**

View your images immediately!

Retouch images perfectly on site

Choose your favorite image for a 4 x6 printed photo

If you like that look, digital package options are available at an additional cost. Prices vary with package options.

Appointments are limited, so please sign up today [HERE!](#)

Multiple wardrobe changes are allowed. Purchase options available!

Studio 16 comes highly recommended by many top Real Estate offices throughout the country. Take advantage of this opportunity while helping to raise money for RPAC!

You can view their work and information on

<http://facebook.com/studio6teen>

and <http://www.linkedin.com/pub/studio-16/3b/296/429>



Contributions are not deductible for income tax purposes. Contributions are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state association or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.

HHAOR is making this program available for informational purposes only. Further training may be required. We are not liable for the content of the message, nor do we endorse any product or service of the provider.

COMMITTEE MEETINGS

Jan 9 - Jan
15

No planned meetings

QUICK LOOK AHEAD

1. Too much stimulation
2. Features, no BENEFITS
3. Un-thought out
4. R.O.T.

Which is more scan-able?

Studio 16 is coming to HHAAOR providing "magazine ready" executive **headshots** and helping raise money for RPAC!

Secure your appointment below to get an upgrade for all your 2017 marketing needs!

Tuesday, January 10 through Friday, January 13

Here's how it works:

Schedule an appointment [HERE!](#)

Cash/check/credit card (no amex) = \$20.00 **(which will go directly to RPAC)**

View your images immediately!

Retouch images perfectly on site

Choose your favorite image for a 4 x 6 printed photo

If you like that look, digital package options are available at an additional cost. Prices vary with package options.

Appointments are limited, so please sign up today [HERE!](#)

Multiple wardrobe changes are allowed. Purchase options available!

Studio 16 comes highly recommended by many top Real Estate offices throughout the country. Take advantage of this opportunity while helping to raise money for RPAC!

You can view their work and information on

<http://facebook.com/studio6teen>

and <http://www.linkedin.com/pub/studio-16/3b/296/429>



Contributions are not deductible for income tax purposes. Contributions are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state association or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.

HHAAOR is making this program available for informational purposes only. Further training may be required. We are not liable for the content of the message, nor do we endorse any product or service of the provider.

COMMITTEE MEETINGS

Jan 9 - Jan
15

No planned meetings

QUICK LOOK AHEAD

Need a Shot? (A Head Shot!)

- Stop by the Association office
- View your photo immediately
- Touch-ups on site
- Leave with a FREE 4 x 6 printed photo
- Order additional images

Tuesday through Friday, January 10 - 13

Schedule your appointment [HERE](#)

View Studio 16's work [HERE](#)

In lieu of a sitting charge,
consider a \$20 donation to RPAC.

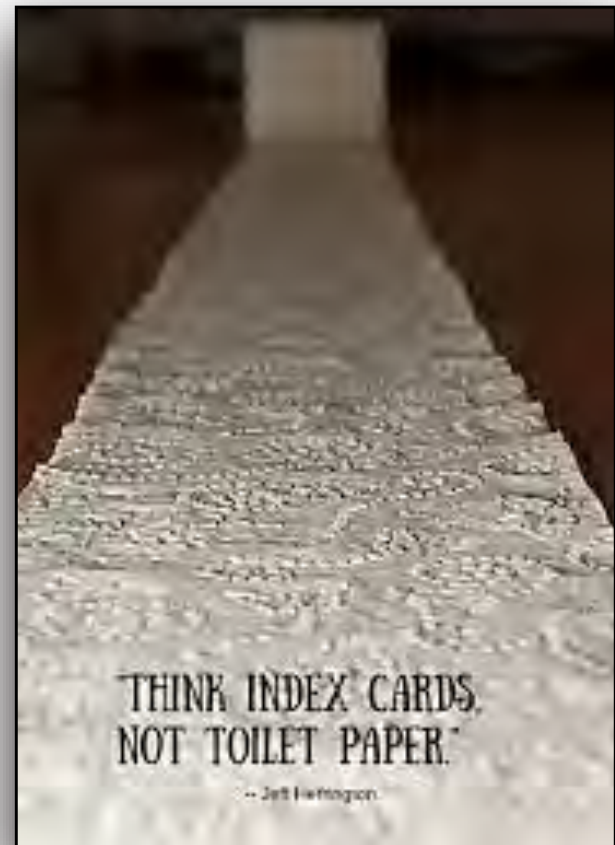


Make every piece you write
measurably simple to
comprehend

1. Make it Scan-able

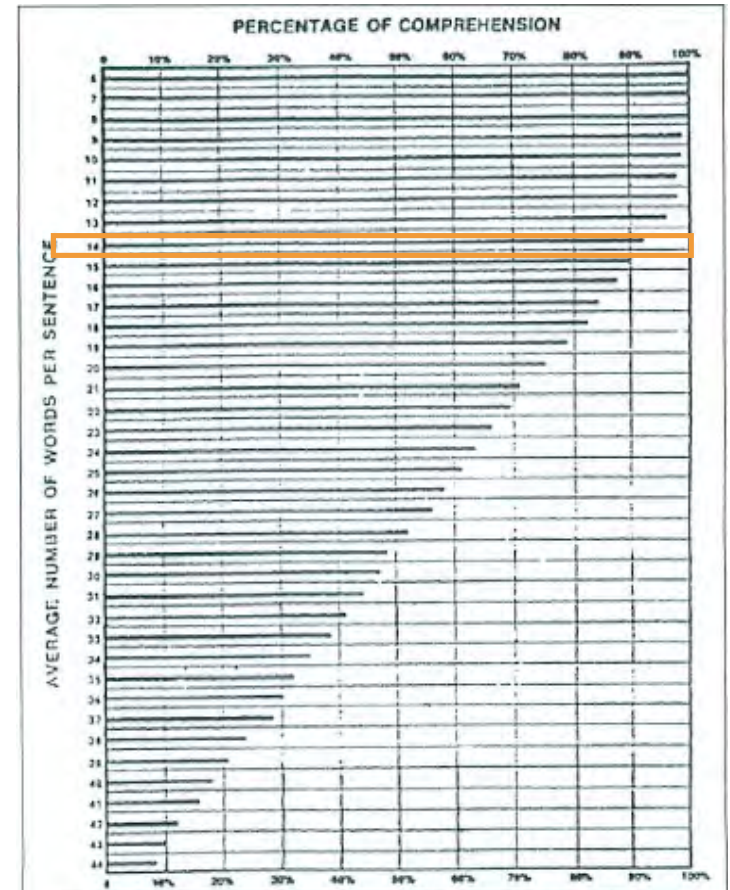
"Marry a summary and
you'll breed bullet
points.
Life becomes much
easier."

- Cindy Barnes



2. Read-able:

Short sentences =
> comprehension



To to the Help button on the navigation for MSWord for your model of PC, type in *Readability Statistics*, and follow the instructions

Readability Statistics

Counts

Words	61
Characters	338
Paragraphs	1
Sentences	3

Averages

Sentences per Paragraph	3.0
Words per Sentence	20.3
Characters per Word	5.4

Readability

Passive Sentences	0%
Flesch Reading Ease	32.2
Flesch-Kincaid Grade Level	12.0

OK

2-3 (<2 for on-line)

Average = 14

< 5

Look here first:

< 0

7th Grade!

REALTORS® Political Action Committee (RPAC) is the only political action committee in the country dedicated to furthering the real estate industry. The purpose of RPAC is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from the voluntary contributions made by REALTORS®. These are not members' dues, but money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC doesn't buy votes. RPAC enables REALTORS® to support the issues that are important to their profession and livelihood.

Readability Statistics	
Counts	
Words	96
Characters	529
Paragraphs	2
Sentences	6
Averages	
Sentences per Paragraph	3.0
Words per Sentence	16.0
Characters per Word	5.4
Readability	
Passive Sentences	0%
Flesch Reading Ease	41.6
Flesch-Kincaid Grade Level	11.4
OK	

Readability in action

REALTORS® Political Action Committee (RPAC) is the only political action committee in the country dedicated to furthering the real estate industry.

The purpose of RPAC is clear: REALTORS® raise and spend money on candidates and issues that protect and advance the real estate industry.

These are the Customer Focus Calculator results:

For the copy you submitted:

Your Customer Focus Rate: **0.00%** (0 customer-focused words)

Your Self Focus Rate: **100.00%** (1 self-focused words, and 0 mentions of the Company Name)

You speak about yourself about **1,000** times as often as you speak about your customers. Might that have a negative impact on your effectiveness?

Recognition of how campaign fundraising is to the political process. RPAC doesn't buy votes.

RPAC enables REALTORS® to support the issues that are important to their profession and livelihood.

REALTORS® Political Action Committee (RPAC)

is the only political action committee in the country that protects you – the Realtor®, homeowner – and the real estate industry.

The purpose

Your Customer Focus Rate: **87.50%** (7 customer-focused words)

Your Self Focus Rate: **12.50%** (1 self-focused words, and 0 mentions of the Company Name)

You speak about your customers about **7** times as often as you speak about yourself. Excellent!

RPAC funds come from your voluntary contribution.

This is the only way we fund political races and issues.

Donate Now

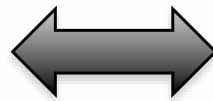


Use the active voice.



The mouse was eaten
by the cat.

**Passive voice shifts the
focus of a sentence away
from the doer.**



The mouse is dead.

**Active voice
emphasizes the doer**

Simple combines short + active.

Why Choose Globe Life?

With roots going back to 1900, Globe Life has been committed to protecting America's families for generations. Globe Life is proud to provide life insurance coverage to 4 million policyholders.

*\$1 pays for the first month of children's coverage. Then the rate is based on your child's present age and is guaranteed to stay the same for the rest of their life. Full schedule available on website. Policy Form #GWL2000 GWLA001.

*\$1 pays for the first month of adult coverage. Then the rate schedule is based on your current age and is guaranteed for the life of the policy. Full schedule available on website. Policy Form #SRTC/SRTC R13. Offer may vary.

Available in NY from Globe Life Insurance Company of New York.

Globe Life • 3700 S. Stonebridge Drive • McKinney, TX 75070

Please do not reply to this email.

Readability Statistics	
Counts	
Words	142
Characters	702
Paragraphs	2
Sentences	11
Averages	
Sentences per Paragraph	5.5
Words per Sentence	12.9
Characters per Word	4.7
Readability	
Flesch Reading Ease	60.8
Flesch-Kincaid Grade Level	7.9
Passive Sentences	18.1%

4.

REMOVE THE R.O.T
REDUNDANT
OVERWHELMING
TRIVIAL

– David Hammer
The Art of the Stop



www.nexus.com

REALTOR®

INVEST IN RPAC. IT MAY BE THE BEST INVESTMENT THAT YOU EVER MAKE!

Supports the NAR's Vision for the Future

Supports NAR's Leadership

Supports the NAR's Vision for the Future

RPAC Contribution Deadline REMINDER:

The deadline to have your \$200 minimum contribution for the 1st quarter the 2024 NAR's Circle of Excellence Sales Award is Monday, September 23, 2024. Please note: This contribution is cumulative for the year. For example, if you gave \$100 for shares with your team before, you would then only need to contribute another \$100 by the September deadline. Contributions can be made through your year-end or check can be mailed to NAR's, payable to RPAC. For questions, contact Gail at gail@nexus.com

Back to Top

Become a Leader in the NEW YPR!

The NAR's Young Professionals Network (YPR) Conference is being re-launched and seeks a Vice Chair. This person should be enthusiastic about education, leadership and the future of real estate. Position will run through December 31, 2025 and there are absolutely no age requirements.

Position Description: Vice Chair, Assets Chair during one year term in preparation for 2nd year term as Chair. When Chair is unavailable for any YPR related event, vice chair is expected to take Chair's place for that event. Will also be expected to attend monthly meeting or call with chair.

Back to Top

Summer CE Exam Session, Complete All 14 CE Credits In One Day for Only \$99 - with NO TESTS!

LIMITED SEATS REMAIN - Register Today!

As about of the game for all required credits, you also complete the NAR's Quarterly Ethics, 4th cycle requirement during this session.

Roll up! BOCA on Wed., July 23rd from 9:00 a.m. to 5:00 p.m. The session will focus on lunch and dinner - breakfast, lunch, dinner and refreshments will be provided and included in the price. Seating is limited and seats will fill quickly, so don't delay! [Click here](#) for more information or contact Maggie at maggie@nexus.com

[Back to Top](#)

RPAC Contribution Deadline REMINDER:

The deadline to have your \$200 minimum contribution for the 1st quarter the 2024 NAR's Circle of Excellence Sales Award is Monday, September 23, 2024. Please note: This contribution is cumulative for the year. For example, if you gave \$100 for shares with your team before, you would then only need to contribute another \$100 by the September deadline. Contributions can be made through your year-end or check can be mailed to NAR's, payable to RPAC. For questions, contact Gail at gail@nexus.com

[Back to Top](#)

Become a Leader in the NEW YPR!

The NAR's Young Professionals Network (YPR) Conference is being re-launched and seeks a Vice Chair. This person should be enthusiastic about education, leadership and the future of real estate. Position will run through December 31, 2025 and there are absolutely no age requirements.

Position Description: Vice Chair, Assets Chair during one year term in preparation for 2nd year term as Chair. When Chair is unavailable for any YPR related event, vice chair is expected to take Chair's place for that event. Will also be expected to attend monthly meeting or call with chair.

[Back to Top](#)

NEXUS

NEXUSConnect
Ideas. Answers. Advice.
<http://nexus.com>

The NEXUS offices are closed but our staff is available to answer any questions. [Call or email us](mailto:info@nexus.com) if you need assistance.

FEBRUARY MARKET UPDATE
BURLINGTON COUNTY
CAMDEN COUNTY
GLoucester COUNTY
SALISBURY COUNTY
SALISBURY COUNTY

Get Perspective on the February Market for 5 Counties

Much has changed since February. Here's a look at the health of 5 local markets last month. To get additional perspective on how COVID-19 is impacting legal decisions in New Jersey and what's changing now, view the [daily market updates](#) from Bright.

Be More Certain in Uncertain Times with Daily Legal Updates

From construction contracts to real estate tax appeals, NEXUS General Counsel is offering daily updates on how COVID-19 is impacting legal decisions in New Jersey and what's changing now.

[View the list of daily topics and updates.](#)

Turn Time at Home into Practical Knowledge and CE Credits

You're at home by no choice of your own. Why not turn that time into more business know-how, plus credits you'll need to maintain your license? When "stay at home" orders are over, you'll be ready to get back out there, and your CE will be done! [CE Hours: 1.00, 2.00, 3.00, 4.00, 5.00](#)

Can I Hold an Open House During the Pandemic?

It's one of the top REALTOR® concerns today. Here are answers to 7 questions about whether you should hold an open house, how to keep yourself and clients safe, and attractive virtual alternatives to market properties.

[CE Hours: 1.00, 2.00, 3.00, 4.00, 5.00](#)

Redundant - Overwhelming - Trivial

Greetings from your REALTOR® Association! As the "Voice for Real Estate" in the XXX Region since 1924, the XXX Association represents you, your peers and colleagues in the promotion and protection of our profession. Now, it's time to renew your memberships for 2017 with XXX and your state and national Associations. It takes just one easy transaction! Your membership renewal with XXX supports the advocacy and professional development opportunities that are critical to your success. You're also partnering with an Association that helps you engage with the communities you serve by promoting initiatives around housing affordability, sustainability, and the preservation of a healthful environment. We're always striving to make your membership experience better. To that end, XXX, in conjunction with the state and national organizations, offers a number of exclusive perks, discounts and benefits:

- Free seminars, socials and member programs including the popular Real EstateTrends event and so many more.
- Discounted Continuing Education classes with the best CE instructors.
- Access to the Center for REALTOR® Development for online courses.
- Dispute resolution services including Ombudsman and Mediation assistance.
- Communications designed to help you stay on top of industry news.
- Designation Programs to take your career to the next level.
- XXX Partners that offer discounts on insurance, financial, business and technology services.
- Active Committees & Councils that provide excellent networking opportunities.
- Full time, politically savvy professionals advocating for your business on JonesStreet and on Capitol Hill.
- REALTOR® Store to keep you stocked with supplies and promotional items.
- XX Leadership Academy. Discounts on facility rentals at XXX.

Thank you in advance for your renewed commitment to XXX as well as your state and national Associations. Your membership and active participation helps you fulfill your Promise of Professionalism.

Wishing you much success in 2017,
(name)
2017 (association) President

Dear REALTOR® Friends,

When you decide - and pay money - to join an organization, you do it because belonging provides something useful or indispensable to you or your business. It may be an exclusive publication, help in a crisis, or exceptional education.

In our most recent XXX survey one member asked, "I pay my dues every year - why?"

It's a fair question. Every member looks to an association for something different. Some aren't even looking; they are laser focused on their own immediate concerns.

At XXX, we believe that while your deals are local, the economics, politics, and market trends that impact your business are often beyond local. What happens at the state and national level affects your bottom line.

XXX exists to give you a broader perspective in three important ways:

1. **Representation:** At the Statehouse and Real Estate Commission to protect our profession and help more people buy and sell property.
2. **Information:** Tech Helpline, Legal Hotline, statewide market trends, and the industry publication XX.
3. **Accreditation:** Graduate REALTOR® Institute (GRI) and Certified Residential Specialist (CRS) designations through the Keynote online video platform to give you an edge in your business.

This is what we do that's different and it's our promise of value to you. We hope you'll take a few minutes to learn about these three areas through our weekly communications, social media, and the XXX website.


Thank you for belonging to the XX Association. We welcome your feedback or questions. I look forward to seeing you in October at our Annual Conference.

Sincerely,

(name), 2017 (Association) President

4. Remove the **Trivial** - Trade it in for simple:

Important Changes from NCRMLS:



Effective Immediately - Status Changes in response to COVID-19 Distancing and Safety Concerns
NCRMLS Managers agreed to the following changes until market conditions warrant a return to normal activity.

1. **The Withdrawn status may be used as a Temporary status.** *Please note that Withdrawn means that there is no marketing of the property!* (DOM/CDOM stops counting).
2. **Active with No Showings is allowed.** You are welcome to market the property while Showings are not allowed. This gives your listing presence on IDX sites and for [Realtor.com](https://www.realtor.com), [Zillow.com](https://www.zillow.com) and Listhub syndication. (DOM/CDOM keeps counting).
3. **New listing is allowed to be entered as Active or Coming Soon when previous listing was off the market for less than 30 days.** Just Cancel the previous Withdrawn listing, and copy the existing listing to save work. (DOM/CDOM keeps counting. If under 30 days, only DOM resets).

New Changes in status for your open listings:

1. You can keep your listing active even though showings are not allowed. This way you can continue to market your property through syndication.
2. Days on Market (DOM) stops counting if you change status to 'withdrawn'.
3. You can re-enter a property as active or coming soon if it was off the market for less than 30 days.

5. White Space

- » Simplify
- » Comprehension
- » Readability

Why you need it on your website.

We live in a time where there is so much information. When a designer or content creator sets out to create a new website, how can they compete against all of the other websites and content? What can make their content stand out? One of the main differences between amateur content and professional content is actually not the quality of the text. The biggest difference is the layout and design of the content. One aspect of this type of design is whitespace. Whitespace is used not only in web design, but across all types of design. What is Whitespace The concept behind whitespace is very simple. It is simply the space between text, graphics, images, and blocks. Some content creators won't include any whitespace in their designs, giving them space to fit more content. For an example, I have removed all white space from this article and included a screenshot below. As you can see, without the whitespace, this article becomes very boring and there is not a place for your eyes to rest. Bringing whitespace to your content may seem like a very simple concept, but unfortunately, many designers, authors, and content creators don't know this important design approach. Whitespace does not have to be white. Whitespace can be any color. It is simply the lack of content in areas allowing the reader to rest their eyes as they go from section to section. How to use it When formatting text for a blog, hit your enter key a few times after the header. Depending on how your blog is setup, you can also change the margins of the actual post, giving more room around the edges of the post. Between each paragraph, you can also give yourself some whitespace. This gives the reader a place for them to rest their eyes before starting into the next section. Let me share with you a few examples of websites which have proper whitespace. This website is a perfect example of whitespace. It allows readers to to clearly understand the message and also gives the reader's eyes a place to rest. This website can help you understand the importance of whitespace. It appears that they have some great products, but as the page is so full, it is hard to know which product to look at first. The lack of whitespace can bring a crowded and overwhelmed feeling. As for print or digital graphics, whitespace is very important. Just because there is room does not mean that we have to fill it. In this digital flyer, there is plenty of whitespace. The flyer is communicating very clearly. Additional reason to include whitespace Focus: Where do you want your reader's eyes to go first? When the page is filled and whitespace is not used, your reader will now know where to focus. If you have included whitespace, you can guide the path the reader will follow when viewing your website or design. This also allows you to figure strategic placement for your content, allowing for the greatest impact. Legibility: As previously mentioned, without whitespace, how easy is it to glance at a page and in 5-10 seconds, get a general idea of what its about? Whitespace across the full website including blogs and products is key for legibility. Bringing the overall font size of your

6. Content First, then a Picture



It takes 13 milliseconds to process an image



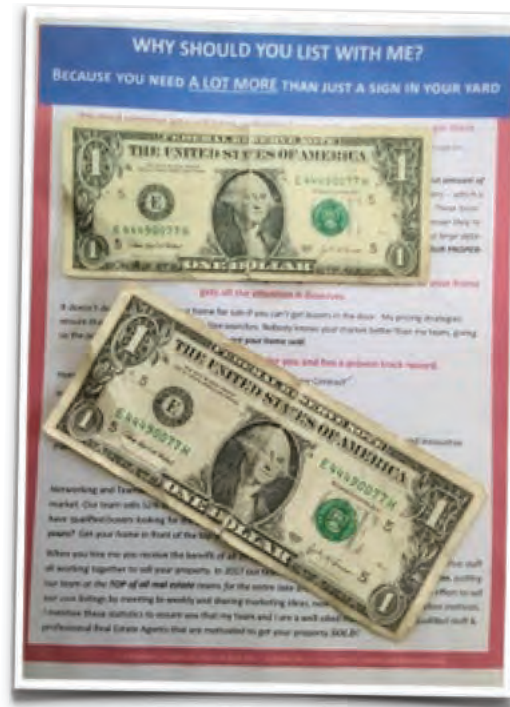


Graphics & Video By the Numbers

- **13 milliseconds** to process an image
- Articles with Image generate **94% more views** than articles with text
- Your members retain **10% of what they see in words versus 58% of what they see in pictures**
- Videos on landing pages **increase conversions by 86%**
- You'll get **267% more clicks** from videos versus normal blog posts
- 20% of members will read text while **80% of members will watch a video with the same exact content**
- **58% will stop watching** video within the first 90 seconds



» Dollar Bill Test



About Video



Why does video help simplify?



Same Applies for Social

“Including an image with your **post** can increase the number of shares, retweets or **post** likes almost 3 times. But it’s essential to pick the right picture or artwork for your **post** content.”

Social Media Strategy

Ready, Aim + Rethink Your Social Media Content Approach

Facebook

- Make personal connections
- Information, reminders, and updates
- 3 - 5 x per week

LinkedIn

- Establish expertise/thought leadership
- Formal, industry related content
- 1 - 2 x per week

YouTube

- Build an audience, drive traffic to other channels and website
- Tell a story, build brand recognition/personality
- 1 video per week

Twitter

- Feed news, trending topics
- Breaking news and conversations
- 2 - 5 x per week; or 1 - 3 x per day for a live event

Pinterest

- Infographics, content members will save
- As needed, be sure it's relevant

Instagram

- Create a Community of Followers
- Visual storytelling, brand building
- Experiment with frequency

ESTABLISH:
1. Goals
2. Audience
3. Best Use

nSight  marketing



Headlines



I nvest In Yourself. Invest In Your Future.

Snooze



2016-2017 General Update

Topics are set to include:

- * Licensing and education review
- * Teaming up
- * The 4 S's: Septic, streets, storage tanks and square footage
- * Updates, reminders, and resources.

Don't miss out on this excellent learning, opportunity!



Good Title is Vital! Title Issues for Real Estate Professionals

Most real estate professionals assume that their listing clients actually own the property that they are selling. It's a logical assumption. Real estate professionals also deal with problems related to ownership between partners, married and single, and unusual ownership forms such as trusts.

Sizzle

Headlines: Learn From the Best - Go to Twitter





dudewithsign

Still at Home

...



dudewithsign

SoHo, Manhattan

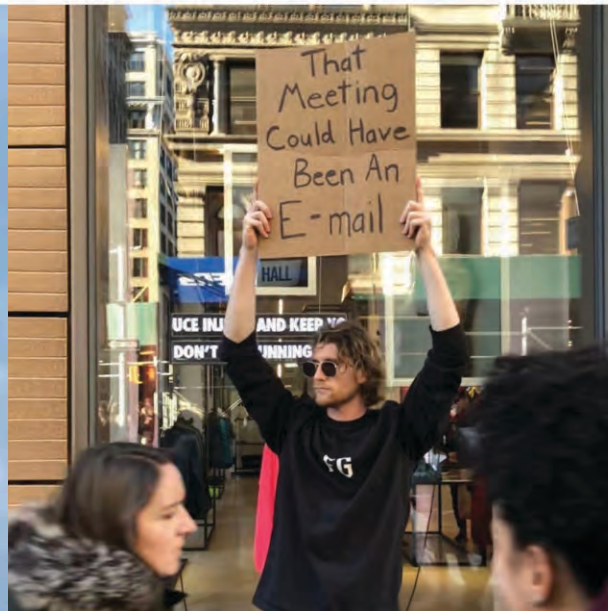
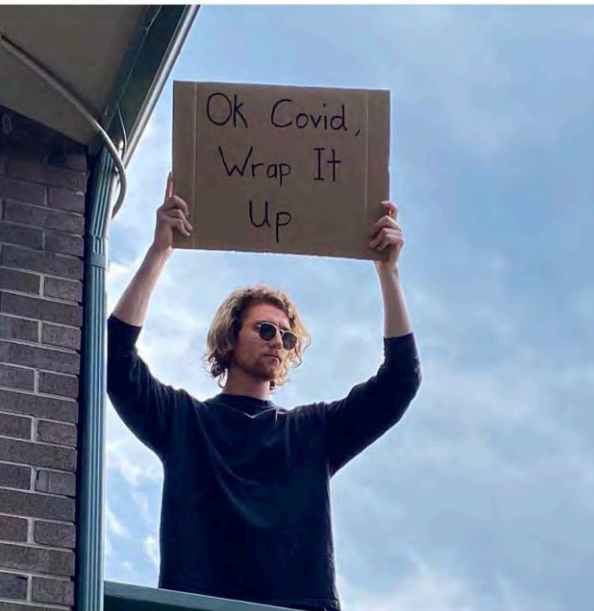
...



dudewithsign

SoHo, Manhattan

...

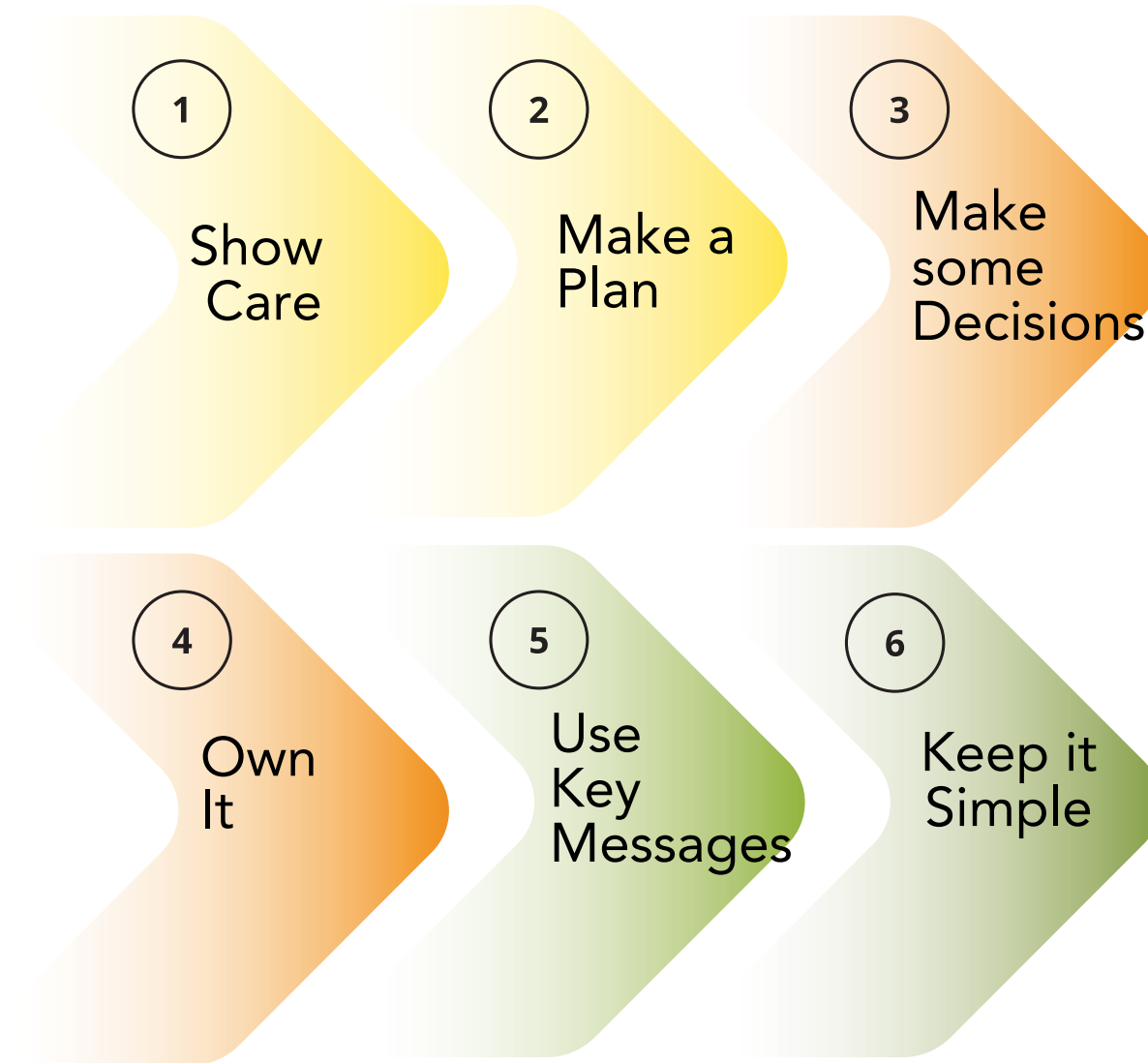


1,634,942 likes

[View all 10.001 comments](#)



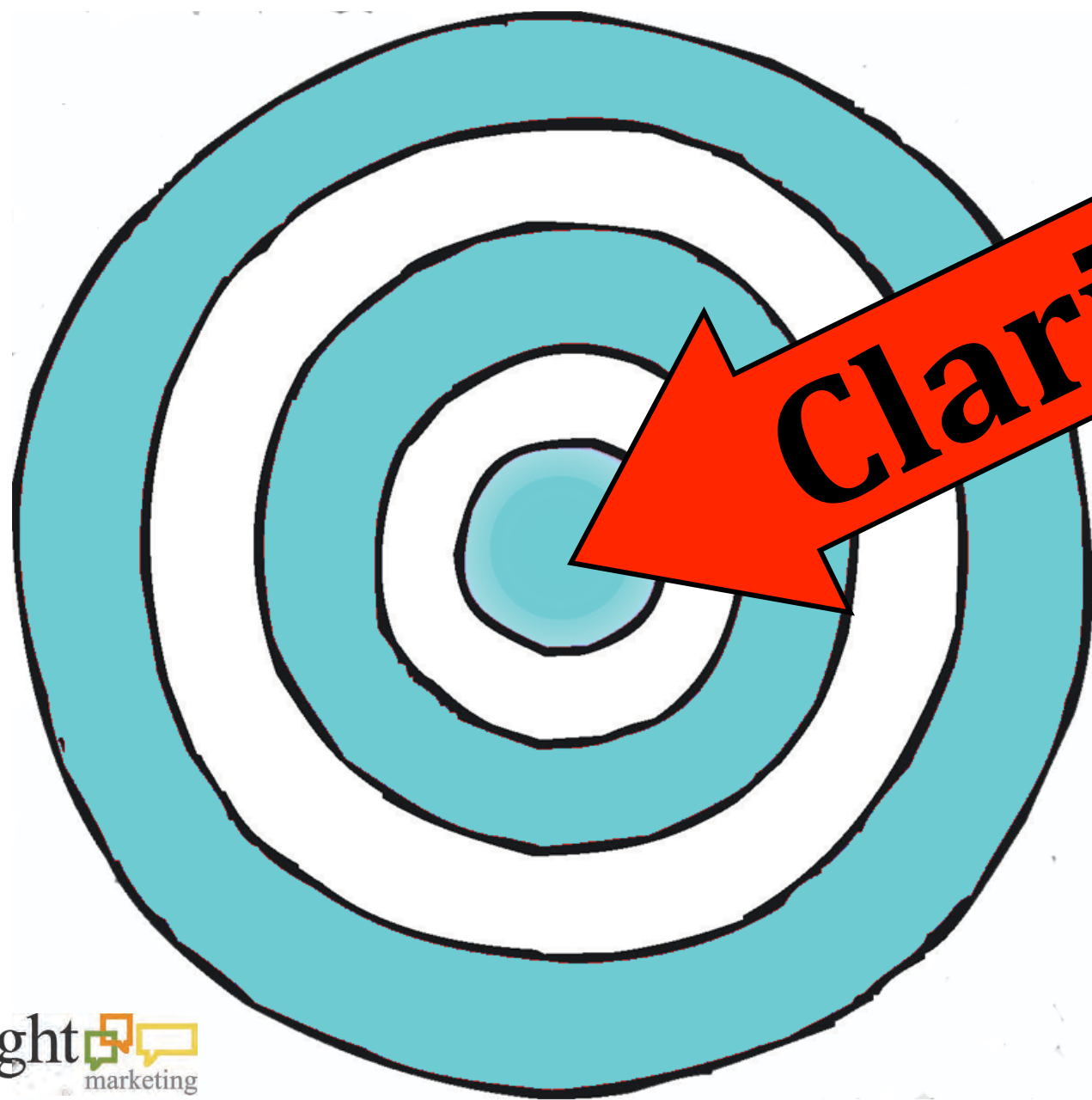
Credible Crisis Communications in 6 Steps





To Simplify:

1. Make it scan-able
2. Make it read-able (use readability statistics)
3. Make it about them (We-We Calculator)
4. Remove the "R.O.T."
5. Aim for 25% white space
6. Content first: then compliment with graphics
7. Invest in your "one sentence walk-away" - the headline



clarify

after
you
write

Give your
document
a good
sweeping.



The reason we don't see our own typos is because what we see on the screen is competing with the version that exists in our heads.

- Nick Stockton



Every
important
piece of
writing
should have
a day to
breathe



Try Grammarly.



Before You Write - FOCUS



What's the goal?



Who's the audience?



What's in it for them (the hook)?



What do you want them to do next?

After You Write - CLARIFY

FOR
what?

SO
what?

NOW
what?



To Clarify

1. Wait a day
2. Analyze from your reader's perspective
3. Ask someone to take a look
4. Print
5. Read it out loud
6. Prepare to re-write
7. Answer 'for what?', 'so what' and 'now what?'

As <Your City, County, State> Reopens

- 
- 
- ▶ *Show Care*
 - ▶ *Make a Plan*
 - ▶ *Make Decisions*
 - ▶ *OWN it*
 - ▶ *Use Key Messages*
 - ▶ *Keep it Simple*

1. *Build Credibility*
2. *Be Reliable*
3. *Offer Solutions*

bit.ly/nsight-writingrockstar



What you say and
how you say it is
important.



mel@membervalue.org

As social as we get: nSightMarketing

Subscribe to ONLY occasional writing and
communications ideas

Member Value Proposition

Connect with Melynn



mel@membervalue.org

As social as we get: nSightMarketing

Subscribe to ONLY occasional writing and communications ideas

Member Value Proposition

Connect with Melynn

Frequency

Q: Is it better to send a simple communication a day (over a week's time) OR one email per week with all the info in one place?



Full
**Association Management
Software**

with

**BUILT-IN MARKETING AUTOMATION
& MEMBER PROSPECTING**

GET A DEMO

<https://cutt.ly/GrowthZoneDemo>

