





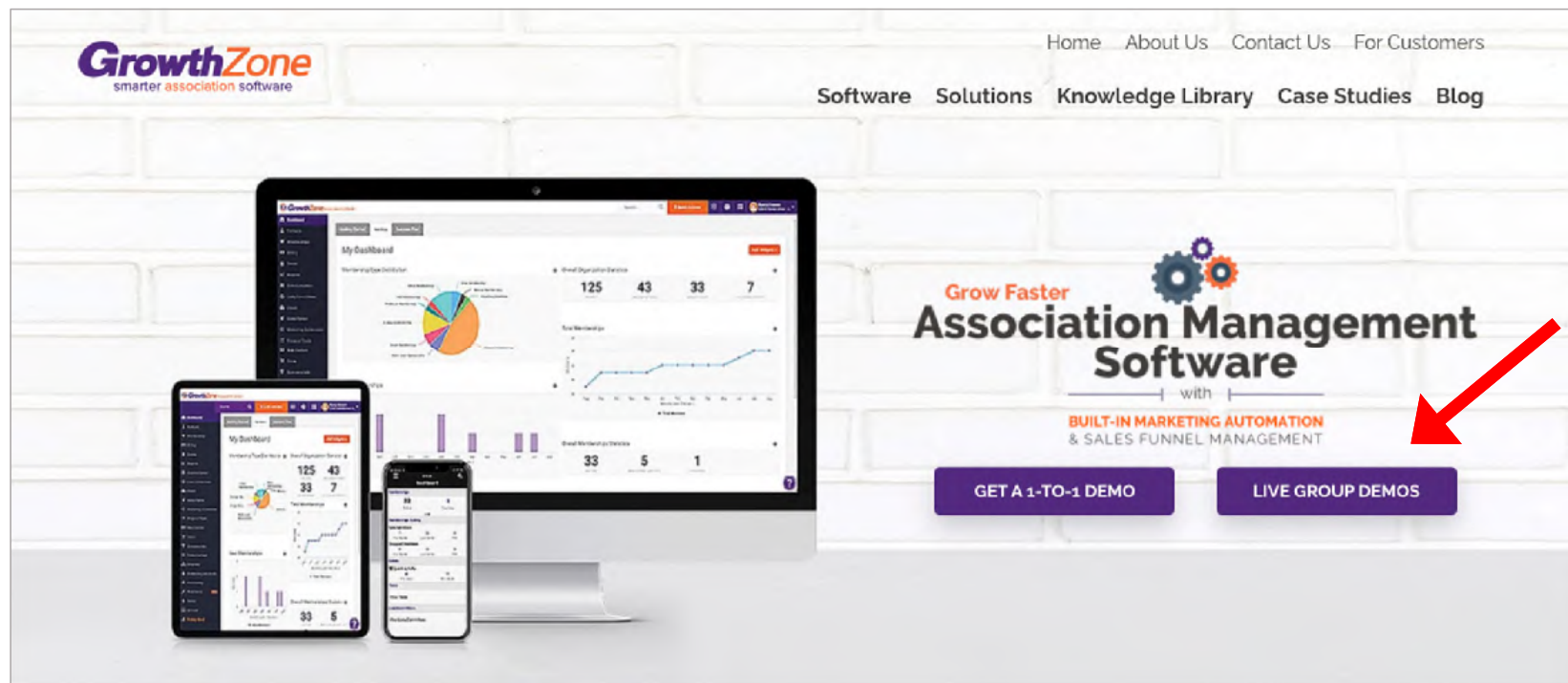
# THE MEMBER & THE MESSAGE

with **Melynn Sight**



# Join a live, online group demo.

[growthzone.com](http://growthzone.com)



The banner features the GrowthZone logo in the top left corner, with the tagline "smarter association software". A navigation menu in the top right includes links for Home, About Us, Contact Us, For Customers, Software, Solutions, Knowledge Library, Case Studies, and Blog. The central focus is a large monitor displaying the "My Dashboard" of the software, which includes a pie chart, a line graph, and several data points (125, 43, 33, 7). To the left of the monitor are a tablet and a smartphone, both displaying the same dashboard. To the right of the monitor, the text "Grow Faster Association Management Software" is displayed, followed by "with BUILT-IN MARKETING AUTOMATION & SALES FUNNEL MANAGEMENT". Below this text are two purple buttons: "GET A 1-TO-1 DEMO" and "LIVE GROUP DEMOS". A red arrow points from the "LIVE GROUP DEMOS" button towards the right side of the banner.

Home About Us Contact Us For Customers

Software Solutions Knowledge Library Case Studies Blog

**GrowthZone**  
smarter association software

My Dashboard

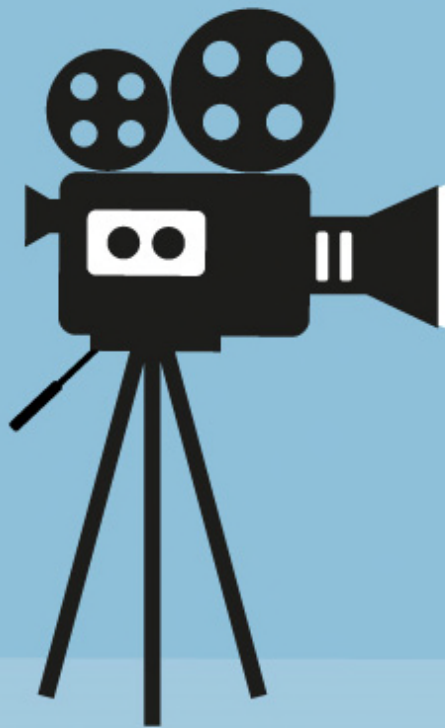
125 43 33 7

33 5 1

**Grow Faster**  
**Association Management Software**  
with  
**BUILT-IN MARKETING AUTOMATION & SALES FUNNEL MANAGEMENT**

GET A 1-TO-1 DEMO

LIVE GROUP DEMOS



THIS WEBINAR IS BEING RECORDED.

Everyone who registered will  
receive the recording via email,  
*even if they didn't watch it live.*



**ATTENDEES WILL RECEIVE 1 CAE CREDIT**

Certificates will be emailed to attendees within 1-2 days.

Zoom Webinar Chat

Send to: ☐ All Panelists ☒ Everyone

Your text can be seen by everyone

Q&A

**You asked:** 18:03  
What happens when I raise my hand?

**Molly Parker answered:** 18:04  
I can take you off of mute.

Please input your question

☐ Send Anonymously

Send

# THE MESSAGE AND THE MEMBER

## MAKING an IMPACT

Statisticians are making an impact in the area of automated driving systems.



COVID-19 Data in the Classroom

9/17/20 • (0)



Understanding COVID-19 in 2020 Through the Lens of the 1918 "Spanish Flu" Epidemic

9/17/20 • (0)



Privacy Risk and Preservation in Contact Tracing of COVID-19

9/17/20 • (0)



How Can We Estimate the Death Toll from COVID-19?

9/14/20 • (0)

*Plan*

*Organize*

*Deliver*



# The most effective communicators:

1. ***Focus on yourself*** to establish credibility
2. ***Know the audience***
3. ***Craft a relevant message***
4. ***Convey the priorities*** of your association
5. Appeal to their ***emotions***
6. ***Transmit a clear message***

## Learn from the best.



Before they decide  
what they think of  
your message...

They decide what they  
think of you.



“Our association is  
somewhere  
between  
soft sell and  
no sell...  
I wish they would  
do more selling.”





1. Who is your audience?



2. What's the big take-away?



3. WIIFM? So What?



4. Call to Action

## Imbalance



Distraction



Perception



Indifference

Distance



What we know by fact is very important to a top producer:

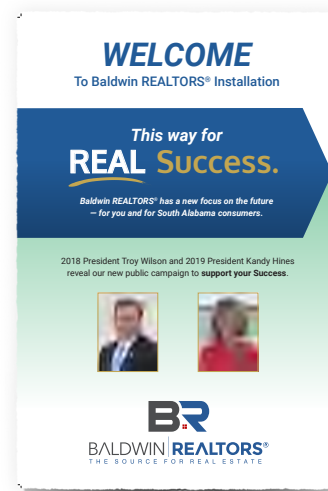
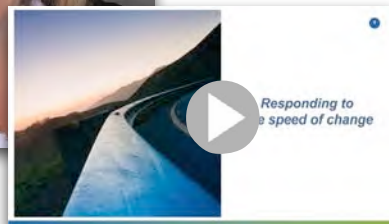
What's in it for them? Why should they care?

- ▶ Surveys
- ▶ Industry Profiles (formal research)
- ▶ Ad Hoc Information
- ▶ Member conversations

# Why Should They Care?

## Tie Your Critical Points to What They Need Most

1. A smooth, efficient transaction
2. Keep improving their credibility
3. They want it all... don't want to give anything up



## 3 things to do before you hit the stage...

**Practice till you're tired of it! In the shower, on the train, in front of the camera.  
Then let it go..**



**Connect with each of them.**



**Take a deep breath.  
Make it your own.**



## Timing



# Timing | Technology



# Timing | Technology | Trust the Process

## CREDIBLE VIDEO MESSAGES



This infographic at:  
[https://bit.ly/nsm\\_comboard](https://bit.ly/nsm_comboard)





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All about Member Value Propositions:  
[BreakthroughValue.org](http://BreakthroughValue.org)  
Communications Infographics  
& best practices  
[nSightMarketing.com](http://nSightMarketing.com)





