



EIGHT SYSTEMATIC STEPS TO GETTING MORE of your MEMBERS to READ

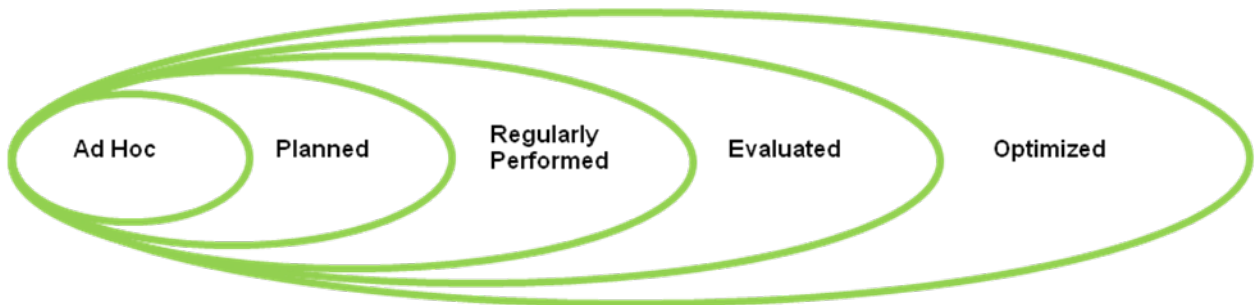
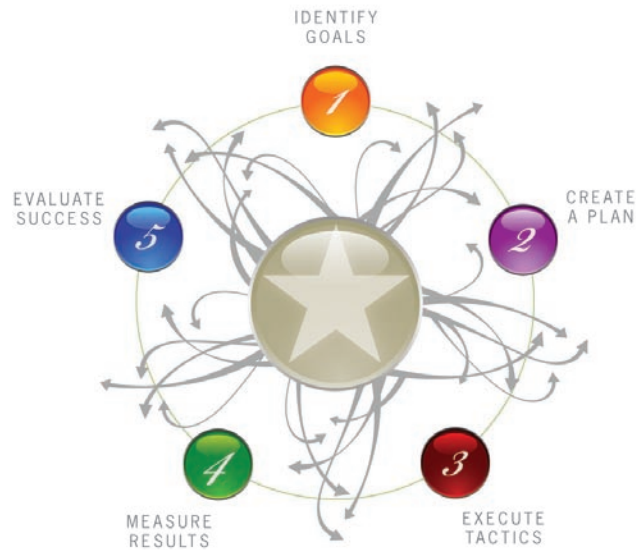
- 1. ANALYZE IT**
- 2. PLAN IT**
- 3. ORGANIZE & DOCUMENT IT**
- 4. SIMPLIFY IT**
- 5. STANDARDIZE IT**
- 6. PERSONALIZE IT**
- 7. WEBIFY IT**
- 8. LIFE-SIZE IT**

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1. **ANALYZE IT** - Where are you today? Conduct an audit yourself or bring someone into the organization to conduct it.



*"Courage is what it takes to stand up and speak.
Courage is also what it takes to sit down and listen."
Sir Winston Churchill*



2. And 3. PLAN ~ ORGANIZE ~ DOCUMENT IT

What Is a Communication Plan?

www.nSightMarketing.com/freshideas/communicationsplan

A communication plan is a written document that establishes a process for coordination and answers five key questions:

1. What do you want to accomplish with your association communications (what are your goals)?

2. In what ways can your goals be accomplished? What methods would be the best? How will you ensure consistency in your external messaging?

3. Who is your audience?

#1 _____
#2 _____
#3 _____

4. What tools will you use to accomplish those communications objectives and when? _____

5. How you will evaluate the results of your communications?

For a simple, manageable overview and template for writing a communications plan, go to:

www.nSightMarketing.com

Go to **Fresh Ideas**, then **Communications Plan**.

***An ounce of action is worth
a ton of theory.***
-Friedrich Engels



4. SIMPLIFY IT

- MS WORD
- HELP
- TEST YOUR DOCUMENTS' READABILITY

Counts	
Words	208
Characters	1019
Paragraphs	14
Sentences	10
Averages	
Sentences per Paragraph	2.5
Words per Sentence	16.9
Characters per Word	4.6
Readability	
Passive Sentences	10%
Flesch Reading Ease	63.5
Flesch-Kincaid Grade Level	8.2

OK

"Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creative."

Charles Mingus



5. STANDARDIZE IT

- Logo placement
- What is the goal?
- Benefit to the reader
- Attention in 2 seconds
- Compelled to action in 2 minutes
- Gripping headline
- Use of testimonials



If you think your organization can benefit from a writing workshop to update your writing styles, find out more at: www.naightmarketing.com
Go to **Fresh Ideas**, look for **One-pagers**, then **Writing**



6. PERSONALIZE IT

- IT'S ABOUT YOUR AUDIENCE, NOT ABOUT YOU
- MAKE IT LOCAL
- REACHING YOUR EMERGING PROFESSIONALS

We-We calculator

<http://www.futurenowinc.com/wewe.htm>

These are the Customer Focus Calculator results:

For the url: <http://www.aafp.org>

Your Customer Focus Rate: **10.00%** (1 customer-focused words)

Your Self Focus Rate: **90.00%** (9 self-focused words, and 0 mentions of the Company Name)

You speak about yourself about **9** times as often as you speak about your customers. **Might that have an impact on your effectiveness?**

Amount of Content submitted: 37.7k
Persuasive Copy to be analyzed: 5.4k
Free WeWe Analysis performed on: 589 words

*Most of the time we don't
see things as they are...
we see things as WE are.*

Unknown

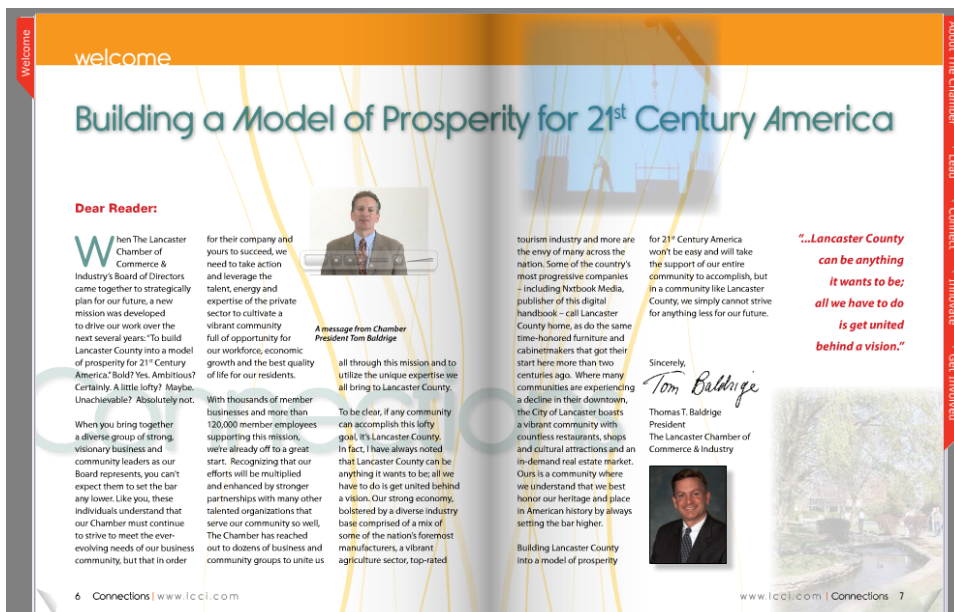
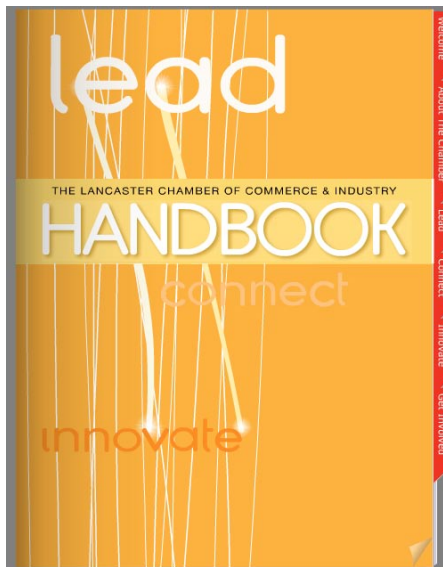


7. WEBIFY IT – Digital online magazines and newsletters

www.nxtbookmedia.com

www.pressmart.net

www.3dissue.com (pageflip)





8. **LIFE-SIZE IT** by telling real life stories that connect with your audience and answers the question, “Why does it matter?”

The story of the blind boy





*“The link between your Association’s objectives
and the marketing plan to achieve them.”*

Melynn Sight
President, nSight Marketing
913.261.9100

www.nSightMarketing.com

melynn@nSightMarketing.com

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