

What subject line would you write for this member email?

Dear Member,

During the Covid-19 crisis, we want you to know that your organization is still working for you. As we work with our elected officials, we will keep members updated on available resources.

We hope you visit our website. We have a new page for these updates. We will tell you what you can do to get yourselves and your employees the information they need to get through the crisis.

Our board of directors hopes you see the value of what we are doing for you. Also, we hope you will be able to renew your membership so we can continue our important work.

We know some member businesses are closed. So, we are offering a special opportunity. Our deferred renewal will be accepted as *on-time* for up to 3 months past your renewal dates!

We also have a payment plan. With your credit card, we can auto-charge your dues monthly.

Though our physical office is closed, we continue to work safely for you from our homes, so please ask if there is anything we can do to help. We can answer questions ... just email or call!

Our dedication to our members can only be activated by your ongoing investment in the chamber.

Thank you,

We Are Still Very Busy. So Please Pay Your Dues.

Dear Member,

During the Covid-19 crisis, we want you to know that your organization is still working for you. As we work with our elected officials, we will keep members updated on available resources.

We hope you visit our website. We have a new page for these updates. We will tell you what you can do to get yourselves and your employees the information they need to get through the crisis.

Our board of directors hopes you see the value of what we are doing for you. Also, we hope you will be able to renew your membership so we can continue our important work.

We know some member businesses are closed. So, we are offering a special opportunity. Our deferred renewal will be accepted as *on-time* for up to 3 months past your renewal dates!

We also have a payment plan. With your credit card, we can auto-charge your dues monthly.

Though our physical office is closed, we continue to work safely for you from our homes, so please ask if there is anything we can do to help. We can answer questions ... just email or call!

Our dedication to our members can only be activated by your ongoing investment in the chamber.

Thank you,

ARE YOUR EMAILS REALLY MEMBER-FOCUSED?

April 29, 2020

Speaker: Bill Graham, President

Graham Corporate Communications collaborating with Impact Advantage



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

Are your members ... focused on your organization?

Probably not.

- ◆ **They are focused on their issues, their customers ... their world.**
- ◆ **What does their world look like?**
- ◆ ***Focus on that.***

Connect Your Email to Their World

- ◆ **Subject Line:** *The Penthouse*. Engage the receiver.
- ◆ **Intro:** The first few words that show up on their phone.
Be personable. *Focus* on them (not you).
- ◆ **Body:** *Focus* like a *Trusted Advisor*
on their reasons, hopes, concerns, motives & desires.
- ◆ **Close:** End with a *Call to Action*. Invite a decision.

If it's not about *their world* ... it's not communication ... it's *NOISE*

Communication is not:

- ◆ **Sending an email**
- ◆ **Writing a newsletter**

These are activities

Communication

is not an activity.

Communication is a result.



Before You Speak ... *WAIT!*

Ask yourself:

- ◆ **Why**
- ◆ **Am**
- ◆ **I**
- ◆ **Talking?**

Before You ~~Speak~~ Write ... **WAIT!**

Ask yourself:

- ◆ **Why**
- ◆ **Am**
- ◆ **I**
- ◆ **~~Talking?~~ Writing**

A high-angle photograph of a formal garden. A central rectangular lawn with distinct mowed stripes is flanked by white stone paths. The paths are bordered by meticulously manicured, rounded green hedges. In the background, a brick building with arched windows is visible. The overall scene is well-maintained and symmetrical.

Think Like Your Members. *What do they want? WHY do they want it?*

- ◆ *Who wants grass seed?*
- ◆ *Focus on the best lawn*
- ◆ **Focus on their Results**
(Not Your Activities)

REASONS = High Focus

Grass = Medium Focus

Grass Seed = Low Focus

Talking about ...

Change Your Pronouns ...

Change Your Focus.

THEY ... THEIR

YOU ... Your

I ... My ... We ... Our

Pronouns

In the Story I Tell: *if I have ...*

Very High Focus:

My member's concern is the subject.

High Focus:

My member is the subject.

Low Focus:

I am the subject of the story (... & the sentence).

(I'm talking about me.)

Chambers of Commerce

- ◆ Catalysts for Commerce
- ◆ Connectors of Commerce
- ◆ Creators of Commerce

It's about your members and their success.

Associations

- ◆ Your job is to help them associate better ...
- ◆ with their staff, customers and each other.

It's about your members and their success.

To be Their *Trusted Advisor*:

Members need more than a brochure with offerings.

- ◆ As a “*business club*,” membership is good will ... and a *luxury*.
- ◆ You’re not getting a life preserver ... if they are drowning.
So, if your emails are about you ... you lose.
- ◆ BUT, if you’re a *trusted advisor*, their membership is vital to their decision making, survival and success.
- ◆ Trusted advisors don’t try to keep their jobs.
They try to help their advisee keep their job.
- ◆ Trusted advisors don’t sell themselves.
Nobody wants a self-focused trusted advisor.

Salesperson or a Trusted Advisors?

When your email focus is your organization ...

(dues, advertising events and sponsorships)

is your voice ... *trusted*?

Chamber and association execs are Trusted Advisors who:

- ◆ Passionately, authentically engage
- ◆ Ask questions, listen to answers and imagine options
- ◆ Are genuinely interested their members and their businesses
- ◆ Trust in long-term relationships ... not short-term gains
- ◆ Don't sell, comfortably help.

Your Subject Line ... *this may be all they read.*

Your most valuable real estate, so deliver your invite from a unique perspective:

Be Repeatable:

- ◆ *Sensory*
- ◆ *Profound*
- ◆ *Engaging*
- ◆ *Emotional*
- ◆ *Data-driven*
- ◆ *Story tease*

“How do you tell someone ... that they have an ugly baby?”

Subject Line Objectives: *Open, Read & Repeat*

Subject Line: The Penthouse: *Make them want to go inside.
Intrigue them! Wake them up!*

- ◆ **Be Repeatable:** *Sensory, Profound, Engaging, Emotional, Data-driven, Story*
- ◆ **First Name:** Personable – *John, do your customers appreciate ...*
- ◆ **Use a Credible Voice:** *Members like you have said ...*
- ◆ **Speak to Motive:** *Are your customers asking ...
Cost reductions are on their list of ...*
- ◆ **Be Personable:** Your recent ... I read about your ...

BoostsTM (focused, sincere humanity)

Include:

- ◆ **Understanding:** *You hope to achieve...*
- ◆ **Blue Pill:** *I'm not saying you would do this...* (The Matrix)
- ◆ **Agreement:** *Your approach makes complete sense ...*
- ◆ **Compliment:** *Your team has done an outstanding job ...*
- ◆ **Gratitude:** *Thank you so much for ...*
- ◆ **Passion:** *Emotionally generous*
- ◆ **Apology:** *I'm sorry that happened*
- ◆ **Confidence:** *I'm confident there are beneficial options ...*

Credible VoicesTM

Not a *Trusted Advisor*? Quote a *Credible Voice*. If your email is organization-focused, whose voice is *most credible*?



Member's Trusted Advisors

Member's Own Voice

Member's Peers

Member's Customers

Member's Colleagues / Associates

Member's Trade or Industry Experts

Member's Research or Analysts

You, the Organization Exec



Intro: *be personable not professional*

- ◆ **Your intro** is seen on their phone. Make it about them.
- ◆ **BE *Personable***: respectful, friendly and helpful
NOT: *Professional*: emotionally disengaged, focused on selling
- ◆ ***Business letter phrasing***: You are hiding something. It's a turn-off.
 - ◆ IF yesterday's appropriate: *Dear Sir/Madam ...* is today's spam.
 - ◆ What is: *Dear Member?* Trusted Advisor or spam?
- ◆ **Boosts**: (sincere) recognize their humanity.
- ◆ **Credible Voice**: *Members like you have said ...*
Other members' teams are enjoying ...
- ◆ **Motive**: Begin with their *results* in mind,
 - ◆ *Are your customers asking ...*
 - ◆ *Cost reductions are on their list of ...*

Body: *Focus like a Trusted Advisor*

- ◆ **Body:** *Focus* on their results: reasons, motives and goals.
- ◆ **Ask** questions, then answer enough to encourage a reply.
- ◆ **Don't** tell them everything you know (so they don't have to ask.)
- ◆ **Boosts:** Recognize their value and humanity (sincere).
Your company has made tremendous advances in...
- ◆ **Credible Voice:** *Members like you have said ...*
Other members' teams are enjoying ...

Email Strategy: Explore *Reasons and Motives*

FOCUS on their world.

What are their reasons and motives:

- ◆ What is working now?
- ◆ What is not working now?
- ◆ What will work in the future?
- ◆ What will not work in the future?

Member-focused Email: The Close

Close: End your email with a *Call to Action*.
People expect a *Call to Action*.
Without it, your email is a waste of their time.

Connect back to the email's intro:

Motive: *begin with their result in mind.*

Close: *end with their result in mind*

- ◆ Invite a decision.
- ◆ suggest a time.

Email Rules (*generally writing*)

- ◆ **More is seldom more**
- ◆ **Positives turn on.** Negatives turn off.
- ◆ **Simple is memorable.** Complex is forgettable.
- ◆ **Sound like you.** Change it until it feels *comfortable*.
- ◆ **Avoid clichés** – They always sound like auto-pilot.
Twist a cliché and it becomes engaging.
“The buck should stop here. But it needs to come with bucks.”
Gov. Andrew Cuomo
- ◆ **Be Personable:** comfortably friendly ... at a respectful distance.

High Focus for Email

Potential member email after meeting:

Low:

- ◆ *I want to thank you for meeting with me. I knew if I kept after you, I would finally be able to put a face to a name! I hope you saw the benefits of all we do, and I really hope you join our organization. We would love to have you!*

High:

- ◆ *Wow, you're an inspiring advocate, focused on your customers. You may be helped by our organization's resources. You should meet 2 specific members that might solve your pricing concern! Could you meet them next week to discuss saving some money?*

Member-focused Email

- ◆ **Subject Line:** Engage the receiver ...
- ◆ **Intro:** *Focus* on them. They see the first few words.
- ◆ **Body:** Be a trusted advisor, *focus* on them and their world, their results: reasons, motives and goals.
- ◆ **Close:** End the email with a *Call to Action*. Invite a decision.

If it's not about *their world* ... it's likely *not communicated* ...
it's just **NOISE**.

We Are Still Very Busy. Count Your “We”.

Dear Member,

During the Covid-19 crisis, we want you to know that your organization is still working for you. As we work with our elected officials, we will keep members updated on available resources.

We hope you visit our website. We have a new page for these updates. We will tell you what you can do to get yourselves and your employees the information we need to get through the crisis.

Our board of directors hopes you see the value of what we are doing for you. Also, we hope you will be able to renew your membership so we can continue our important work.

We know some member businesses are closed. So we are offering a special opportunity. Our deferred renewal will be accepted as *on-time* for up to 6 months past your renewal dates!

We also have a pay-as-you-go plan. With your credit card, we can auto-charge your dues monthly.

Though our physical office is closed, we continue to work safely for you from our homes, so please ask if there is anything we can do to help. We can answer questions ... just email or call!

Our dedication to our members can only be activated by your ongoing investment in the chamber.

Thank you,

What are you supposed to do? Call Covid-busters?

Hi Bill,

First, how are you and your team? Do you have health issues that need support? Please let me know!

Now, do you have questions that need answers? What are they? Your answers may be easily available.

Many members just like you have found answers at our focused: *Virtual Round-table Discussions*.

It's a chance to see how others are grappling with your questions! Just register *here* on our website.

Also, the government seems to have solutions. All you have to do is wade through a truckload of info.

If you need help figuring it out: links, phone numbers or what-to-do's, try the new *Crisis* webpage.

Updated daily, it should help you with the ever-changing grant and funding resources.

If you don't find what you need there, let's talk! Others have called, so your research may already be done!

BTW, some members are financially drained to zero. So memberships will not lapse if dues can't be paid.

If you get our renewal and can pay it, *great!* If you can't, let's talk. We'll figure it out when the smoke clears.

The physical Chamber office is closed, but you still can count on us. In this crisis, your issues are our issues.

You may not get easy resolutions, but you will get a quick response. You have our help in any way we can!

Finally, if we don't talk, I look forward to our next (safe) face to face,

Change Your Pronouns ...

Change Your Focus.

Change Your Thinking ...

Change Your Impact.

Write like a Trusted Advisor.

High Focus for Voice to Voice

Carlos says, there has never been a better time to call.

- ◆ **They want to connect.**
- ◆ **They want you to listen.**
- ◆ **They want you to understand.**
- ◆ **They want you to ask for their insights.**
- ◆ **They want your insights**

Call them

Graham Corporate Communications

***making the complicated simple
and the simple powerful®***

Bill@GrahamCC.com

CONTACT: Bill Graham
917-705-0663
www.GrahamCC.com

Contact: Joe.Thomas@Impactadvantage.com for: *High Focus for Sales Communication*