

10 Steps

1. Moments of Truth – get an accurate view
2. Get buy in from club members
3. Pick a date for 2 open houses – back to back
 - A. Pick a chair for each of the open houses
4. Make a list of who to talk to, ask for help, invite
5. Get the word out
 - Create and distribute Business Cards, Brochures, Flyers, invitations – they have to go out to work!
 - all traditional and social media outlets
6. Create a Well Crafted Agenda
7. Guest Packets
8. New member packets with manuals
9. group onboarding session (one on one works too)
10. Mentor program (mentors in waiting)

Retaining Members

1. Moments of Truth (yep, again!)
2. Look like a team
3. Pre-created templates of all club roles
4. Outside of the meeting time help
5. Website signup with instruction
6. Mentor for experienced members (DTM mentor)
7. Club socials: Once every 6 months to once a quarter
8. Coordinated Clubs Dues Campaign: Pres, VPM & Treasurer together
9. VPEs one on one sessions: Expectations and goal accountability
10. Secretary's Once a meeting recap email – what you missed
11. Presidents “Stay in Touch” |

10 Helpful People to Ask

1. Spouse or Significant Others
2. Friends
3. Relatives
4. Coworkers
5. Neighbors
6. Church, Mosque or Synagogue or Temple
7. Commuters (bus, train, carpool)
8. Community and Civic Leaders, & Politicians
9. Associations: PTA, Rotary, Lions, Kiwanis, Soroptimist, Moose, Chamber of Commerce...
10. Strangers – yes, the grocery store line.

More Than 10 Tools

1. Moments of Truth Presentation
2. Personalized Communications including: Invitations, Business Cards size, Paper, Email pdf.
3. Brochures, Flyers, Posters
4. Open House in a Box
5. Club Website and/or Easy Speak
6. Social Media: Meetup.com, Facebook, LinkedIn, Twitter
7. Community Company, Organization Newsletters, Local Newspapers and Media
8. Speech / Job Craft
9. Special Event in your community
10. Community events, lunchroom booth, coffee kiosk
11. Guest Packets!!!!!!
12. +1 Lance Miller CD's
<http://www.lancemillerspeaks.com/Products.aspx>