



June 2018 District 100 Learning Lab
Presenter: Sean Lee



Overview

This is a step by step guide to summarize how I added guests and members to Arcadia Toastmasters.

In December 2017 our club had only 8 members and saw some challenges in meeting attendance.

After applying the following process once a week for a span of about 6 to 8 weeks, we have added 19 new members. **Total cost ,< \$60**

October 2017 Total members : 8

June 2018 Total members: 27

Session Objectives & Agenda

1. To learn how to use Meetup.com and take control/co host your club's Meetup & events.
2. To learn how to manually identify and recruit potential guests to your next club meeting.
3. To get familiar with Fiverr and learn how to automate Meetup.com promotion process.

Your Club's Meetup Page

Example: Arcadia Toastmasters

<https://www.meetup.com/arcadiatoastmasters/>

- If no club page, then request Mark Lucas or D100 Meetup admin to make you a co host for your club events.
- Check to make sure up coming Meetup Dates and times are correct.
- Add quick description, elevator pitch, and photos on your upcoming Meet Ups.

Identify and Recruit Potential Guests

1. Identify your target audience depending on your club's meeting time, location, and current base audience mix.
2. Do a search for all Meet ups within 5 to 10 miles of your location zip code.
3. Join all relevant Meetups with a focus on Business, self improvement, networking, etc.

Identify and Recruit Potential Guests

4. Begin identifying people in similar Meetups who may be a good fit at your club.

5. Prepare 2 cold outbound message templates on a notepad.

Example 1

Hi FirstName,

I noticed we share similar Meetup group interests & I want to invite you to Arcadia Toastmasters. We meet twice a month & our next meeting will be on Monday June 4th 2018 at 7:00pm @ the Arcadia Chamber of Commerce. Would you or anyone you know be interested?

Thanks,

Sean Lee

President, Arcadia Toastmasters

[\(626\) 626-5126](tel:6266265126)

Visit us at www.ArcadiaToastmasters.org

Identify and Recruit Potential Guests

Example 2

Hello FirstName,

I want to invite you to Arcadia Toastmasters. We meet twice a month @ the Arcadia Chamber of Commerce to improve public speaking, communication, and leadership skills.

Our next meeting will be on Monday June 4th 2018 at 7:00pm. Would you or anyone you know be interested?

Thanks,

Sean Lee

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Identify and Recruit Potential Guests

6. Spend about 15 to 20 minutes each week to send 25 to 50 messages to Meetup members in your target area and invite them to your next club messages. (copy and paste)

7. Do not be shy! Be proactive and reach out to your community. Think about the benefits and how Toastmasters can help change lives. More people you reach, more guests and members you have at your club, more people benefit, more lives changed.

 win /  win

Fiverr and Process Automation

Fiverr is the world's largest freelance services marketplace for lean entrepreneurs to focus on growth & create a successful business at affordable costs.

-Outsource the manual copy and paste work to automate the process and increase the amount of people reached.

-Hire Meetup promotion specialist on Fiverr to outsource messaging.

Cost: \$10 per 100 messages = 1 gig

<https://www.fiverr.com/shareprofit>

-Purchase 1 gig to send 100 new messages 2 – 3 days before every club meeting.

-Make sure you do this consistently for 6 to 12 weeks depending on your budget.

-Avg response rate is 5 replies per 100 messages and 1-3 guests that may show up as a result.

Fiverr and Process Automation

- Direct messaging on Meetup has been very successful. Most people are responsive and mildly curious about Toastmasters. Reaching out to people around the meeting location who share similar interests seems to work very well.
- Process can be replicated to any other social media platform.
- When people reply, make sure some one responds back as soon as possible even if they are not interested.
- Test different times and days to send different messages to track response rate.
- Test Test Test, Be creative, and have fun! Its Toastmasters!



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