

---

# MEMBERSHIP: THE YOUNG AND THE RESTLESS

---

**DATE:** JAN 26<sup>TH</sup>, 2008  
**PRESENTER:** KEN EGERVARI  
**E-MAIL:** KEN.EGERVARI@GMAIL.COM

---

## GOALS/OBJECTIVES:

---

In this presentation, you will:

- Understand the key differences between *Millennials* and the older generations, and how that's important when marketing to younger future Toastmasters.
- Develop a deep understanding of why our current marketing strategies and approaches are not working and why we need to change them.
- Reframe your thinking about what you think effective marketing is all about.
- Learn concepts that not only help your club attract Millennials, but help your club achieve better results in your entire marketing mix: flyers, radio spots, guest packages, etc.
- Learn to attract Millennials specifically, both with technology and other means.

---

## IMPORTANT STATISTICS ABOUT MILLENNIALS

---

- 97% own a computer
- 34% use websites as their primary source of news
- 60% own some type of expensive portable music and/or video device such as an iPod.

## DID YOU JOIN BECAUSE OF RALPH SMEDLEY?

---

### **FreeToastHost Default Homepage Content:**

In October 1924, a group of men assembled by Dr. Ralph C. Smedley met in the basement of the YMCA in Santa Ana, California, U.S.A., forming a club “to afford practice and training in the art of public speaking and in presiding over meetings, and to promote sociability and good fellowship among its members.” The group took the name “Toastmasters.” We are a local chapter of Toastmasters International.

### **If you read the text above, would you join Toastmasters? Would you even bother to read it?**

If we can't engage YOU – who is a passionate and visionary Toastmaster – then how can we expect to attract a Millennial?

## DO YOU THINK THIS COPY WORKED?

---

### **A small sample from a 3-Page letter that sold Customs Computer Software to Family-Owned Trucking Companies:**

Your company crosses the border every day. You've come to expect your trucks to cross without delay or penalty – then BAM! – *What the hell happened this time?*

Was it my driver? Did my fax not go through? Did the broker screw it up?

But it doesn't matter whose fault it is! – You've now been fined!

That's what stressed Bruce Jantzi of Erb International the most when I'd talk with him. *“Why aren't the brokers paying for this shit? You know... it's like they don't care! Do they just toss our faxes in a trash can?! We can't keep throwing out \$5,000 fines like its candy!”*

Even with hundreds of trucks crossing the border without incident, penalties and delays always seemed to happen... no matter what Bruce tried to do...

... **But not anymore!** Erb International now uses BorderConnect – the web-based software that directly connects you with Canadian and U.S. Customs! With BorderConnect, Bruce has been penalty-free for over a year! WOW!

And they're not the only ones! Werner Enterprises' delays have been reduced by 34.65% in under six months! Celadon Canada continues to **save \$2,159 a day!**

I've helped these companies – and hundreds more – stay confident and have peace of mind! They know their trucks will cross the border on-time, every time.

And they're saving a lot of money too... doesn't your company deserve the same?

---

## COPYWRITING – THAT’S ABOUT LEGAL STUFF, RIGHT?

---

Wrong! **Copywriting** is the process of creating the text for advertisements, websites, etc.

- These techniques work on EVERYBODY, including Millennials!
- **Write content that connects with your audience.** Feel their pain. Empathize and understand with their problems. Offer them up a solution!
- **Talk their talk** – Use language consistent with your target audience. For example, use laid back language for university club. Use more professional language for a corporate club. Use dialects and slang when appropriate. Test it on your kids.
- Use the word **YOU** as much as you can. It communicates directly to the reader and personalizes the copy for the reader.
- Write using an informal, **conversational tone** (no matter how professional your target audience is).
- Ask questions to qualify the reader, as well as to grab their attention.
- When writing, **use the active voice**, rather than the passive voice.
- **Use punchy, short sentences.** Don’t be afraid to use lots of periods, exclamation marks and one- or two-sentence paragraphs. People hate reading large chunks of text!
- **Create Excitement!** – Write to stimulate your reader’s emotions.
- **Be creative. Take risks!** It’s been said that, *“Marketing can only make someone happy when you piss someone else off.”*

---

## A PARADIGM SHIFT: WHY DO PEOPLE JOIN TM?

---

- People don’t really join Toastmasters for improving public speaking skills or leadership skills. People join because of perceived BENEFITS! They join for the following reasons:

Benefit (The Reason For Joining)	Feature (A Means To An End)
<b>Advancement In Their Career</b>	Develop better communication skills
<b>Job Security</b>	Job requirement, different career options
<b>Gain Confidence / Become Empowered</b>	Putting yourself in uncomfortable situations
<b>Improve Their Sales</b>	Learning persuasion, motivation skills
<b>Meeting People / Making Friends</b>	Clubs typically have people in them ;)
<b>Something Fun To Do</b>	Table Topics, Speeches, etc. are entertaining
<b>Improve Language Skills</b>	Safe place to speak/practice English
<b>Develop Social Skills</b>	Safe, encouraging place to practice

---

## MARKETING ON THE WEB

---

- **Millennials EXPECT a quality website.** Millennials will only be SOLD on visiting your Toastmaster club through quality web content and media.
- **Use copywriting techniques!** Web content should be informal, conversational, contain high energy and focus on benefits! This is FAR SUPERIOR to bragging about Ralph Smedley and how great our organization is!
- The Future Looks Great: FAQs, Speech Contest Videos & Club Speech Videos through YouTube, News and Event Announcements, Pictures, Message Forums, Webinars, Video Testimonials, Sales Videos and Podcasts!
- **Go and Create POWERFUL web content so you can give the gift of Toastmasters to others TODAY!**

---

## WHAT ELSE CAN WE DO TO ATTRACT MILLENNIALS?

---

- **Make your meetings FUN!** (They should be already...)
- Have your meetings START and END on-time. Millennials have Yoga appointments to attend to – they don't want to be late!
- **Give a presentation at your local university or college.**
  - Ask **Professors** or **Department Heads** to make your presentation “official”. Have them talk up your presentation. “Communications” is ideal because students learn valuable skills that help them land jobs. “Computer Science” is ideal because that's where the socially inept geeks are, like I used to be ;)
  - Have your best presenters captivate the audience and sell the benefits of Toastmasters.
  - Use stories and humour throughout the presentation. Go for 80% entertainment, 20% content.
- Give out awards/praise continually – make it apart of the club atmosphere. Go over and beyond what Toastmasters says.
  - Have club members praise the younger members whenever they give a speech, go up for table topics, etc. – EVERYTHING!
  - Give effective and positive evaluations – have your experienced members evaluate.
- Make your meetings run no longer than 1.5 hours, preferably just 1 hour.

## WEBSITE CONTEST

---

- **Due Date: Sunday, March 16th, 2008**
- Awards will be given to the TOP 3 websites at the Spring Conference!
- All finished non-winning sites received by **May 1st, 2008** will be put into a draw for more prizes!
- FreeToastHost AND custom-made websites are welcome!
- Get those creative-juices flowing! GOOD LUCK!

Website Contest Criteria		
<b>Presentation</b>	<ul style="list-style-type: none"> <li>• Does the design serve its purpose?</li> <li>• Are the fonts and styles easy to read?</li> <li>• Do the colours contrast well? Are they balanced?</li> <li>• Is it professional-looking?</li> <li>• Is it artistic? Does the art not disrupt the experience?</li> </ul>	<b>10%</b>
<b>Usability</b>	<ul style="list-style-type: none"> <li>• Does the site look clean? Does it avoid clutter as much as possible?</li> <li>• Can you scan and find what you need in a 3-5 seconds?</li> <li>• Is everything readable?</li> <li>• Does the site use web best practices?</li> </ul>	<b>10%</b>
<b>Structure</b>	<ul style="list-style-type: none"> <li>• Is the menu structure and links intuitive?</li> <li>• Are the naming conventions consistent?</li> </ul>	<b>15%</b>
<b>Content</b>	<ul style="list-style-type: none"> <li>• Do the headlines on each page (especially the homepage) catch a potential member's attention?</li> <li>• Is the copy clear?</li> <li>• Is it written using an informal, <b>conversational tone</b>?</li> <li>• Is it short and punchy?</li> <li>• Do the words on the page <b>create excitement</b> to the person reading it?</li> <li>• Does the content have excellent use of spelling and grammar?</li> </ul>	<b>50%</b>
<b>Message</b>	<ul style="list-style-type: none"> <li>• Is it clear, that within 5 seconds of visiting your website, what the main benefit of Toastmasters is to your target audience? What problems it can help solve?</li> <li>• Does the website <b>sell</b> the idea of becoming a Toastmaster RIGHT NOW?</li> </ul>	<b>15%</b>

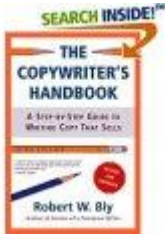
---

## REFERENCES

---

### BOOKS

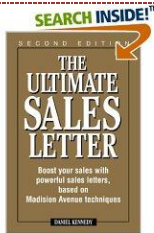
---



#### **The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells**

By Robert W. Bly

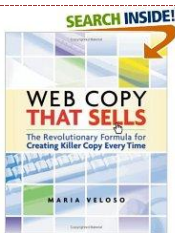
Not only does this book help you with writing copy to SELL, but if you are the VP of PR, you can learn how to write a formal Press Release that both provides information while also soft-selling your club at the same time!



#### **The Ultimate Sales Letter**

By Dan Kennedy

Dan Kennedy is one of the copywriting geniuses of our time. This book is timeless. Highly Recommended!



#### **Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time**

By Maria Veloso

A decent book that is very web-specific, and goes beyond writing content. It's geared towards selling product, but many of the ideas can also be used to sell the "benefits" of coming to and joining a Toastmasters club.



#### **Designing Web Usability**

By Jakob Nielsen

A timeless book to help you make your website as usable as possible! For "best practices" information, look no further!

---

### WEBSITES

---

#### **Austen Texas Toastmaster's YouTube Page**

Lots of amazing speech videos by a **great** Toastmasters club in Austin Texas! Many of their club's speakers have gone on to win District-level speech contests and even place in Regional-level speech contests. **This could be your club!**

Link: <http://www.youtube.com/profile?user=Cowboy173>

### **A Free Article about Creating Headlines**

Some quality information about creating headlines for your web pages (especially your homepage). For some inspiration, scroll down to “Some Proven Types of Headlines.”

Link: <http://www.sherus.com/business/copywriting/headline.html>

### **\*\* Free Copywriting Tutorials \*\***

If you don't want to buy any books, no worries! Read these FREE articles about copywriting today!

Covers: Headlines, Writing Style, Benefits, etc. (In other words: everything we talked about!)

Link: <http://www.sherus.com/business/copywriting/>

### **Create a Custom Website Using WordPress**

WordPress is an online website that lets you create your own webpage (called a Blog). In some ways, it's a lot more powerful than FreeToastHost and gives you more flexibility to style and edit your club's website content. Very easy to use and highly recommended!

Link: <http://wordpress.com/signup/>

### **How to Use WordPress - 45 Minute Video!**

A great FREE video showing you how to use the basic functionality of WordPress! You can also find it by going to <http://youtube.com> and searching for 'WordPress.com tutorial'

Link: [http://www.youtube.com/watch?v=MWYi4\\_COZMU&feature=related](http://www.youtube.com/watch?v=MWYi4_COZMU&feature=related)

### **How to Upload a Video to YouTube**

An excellent article explaining what YouTube is, how to sign-up, and how to upload a file to YouTube.

Link: <http://www.webvideozone.com/public/308.cfm>

### **How to Embed YouTube Videos on Your Website**

Small article on how to play YouTube videos from your website (won't be FreeToastHost specific though).

Link: <http://www.youtube.com/sharing>