

M | P R Tips & Tools

Marketing & PR resources
to ensure success

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Marketing Zone

Coaching Is Not Only for Sports

HAVE YOU CONSIDERED REACHING OUT TO CAREER AND EXECUTIVE coaches as a resource in your membership-building efforts? They represent an untapped market of mentors who are guiding others on their career paths. What better way to expand someone's job-seeking and professional skills than with Toastmasters?

Promoting Toastmasters to a career coach is easy. Start by locating the coaches in your area. You can contact local universities because they often employ career coaches. Also, use your favorite Internet search engine to search for career or executive coaches. **The Professional Association of Résumé Writers & Career Coaches** Web site is an excellent resource, for example.

Region advisors can target coaches within their regions, lt. governors marketing can make lists for their districts, and club leaders can gather names in their general areas. Regions, districts and clubs should coordinate their efforts so that they do not overlap.

Once you have selected your list of coaches, create a small welcome packet to send to the professionals in your area. Be sure to introduce them to Toastmasters, outline the benefits for their clients and encourage them to send potential members your way. Items you may want to include are:

- **Cover flier** with contact information
- **Brochures**
- **Promotional Card**
- **Features, Benefits and Value chart**
- **Sample articles** (referenced below)

This **document sleeve** is perfect to hold all your materials.

Point out to the coaches that Toastmasters can help their clients:

- Build confidence
- Hone job skills
- Work on interview techniques
- Practice business presentations
- Advance their executive careers
- Network

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What's New?

- Use these **Name Tent Cards** at club meetings, conferences, trade shows and more.

Facts and Stats:

- According to the Hay Group, between 25 percent and 40 percent of Fortune 500 companies use executive coaches.

Need Help Building Your Membership?

WHILE SOME CLUBS ENJOY A HEALTHY membership, others may be struggling to simply conduct a meeting each week. Whatever your situation, membership-building is a sure-fire way to propel your club's success.

An open house is an excellent opportunity to draw people to your meeting and show them what Toastmasters has to offer. Follow these easy steps and your club is sure to attract many new members:

1. Plan out your meeting to showcase each segment (i.e., Table Topics, prepared speeches, evaluations).
2. Explain the benefits of each of those segments, as well as the importance of club meeting roles.
3. Publicize your open house well in advance, so people can plan to attend.
4. Have brochures, fliers and promotional items on hand for your guests.
5. Provide refreshments.
6. Be sure to welcome each guest and have them sign the guest book.
7. **Important:** Follow up with each guest after the meeting.

Here is more information about how to hold a successful open house.

Additional resources can be found on the Toastmasters Web site at www.toastmasters.org/marketingresources.

Before you begin planning your open house, analyze your club's strengths and weaknesses by using this [checklist](#).

Creating a Successful Media Pitch

A MEDIA PITCH IS A DIRECT COMMUNICATION TO A PRODUCER, EDITOR or reporter conducted with the intention of persuading them to write about your club or district. One of the most effective ways to connect with these media representatives is through e-mail. A well-written e-mail pitch can take the place of a news release. However, if you have a news release, add it to the bottom of the pitch, below your signature. It's easy: just three short paragraphs will do. Here's a sample format:

E-mail Subject Line (10 words or less)	Use a short, catchy subject line with no punctuation marks or numbers.
Greeting/Salutation	If the letter is addressed to an individual, use that person's honorific title and last name (Dear Mr. Smith).
First Paragraph (1-2 sentences)	Introduce your news and what is unique about it. Get to the point; you have only three seconds to grab the reader's attention. Tip: Ask a relevant question or make an interesting or factual statement.
Second Paragraph (2-3 sentences)	Tell the reader how your news will benefit listeners, readers or viewers. Similar to the format of a news release, address the who, what, when, where, why and how of your offering (5Ws & H).
Bulleted Points: (Maximum 3 bullets, no more than 2 sentences each)	If you're not providing a news release at the end of the pitch, place a bulleted list there instead. The list can detail benefits of the program, summarize news you're sharing or offer specifics in a testimonial. Show, don't tell.
Third Paragraph:	End with a call to action. Provide topics your club or district members can speak about. Be sure to indicate that you will follow up with them.
Signature:	Include your name, e-mail address, telephone number and a link to your club or district Web site.
News Release	If you have written a news release, be sure to include it below your signature. Never provide a news release as an attachment because spam filters catch many attachments.

Ask yourself these questions to create a compelling media pitch:

- What is the topic? Is it a person, club or district?
- What am I offering that will appeal to the producer, editor or journalist? How will the news benefit that person's audience?
- What will make my pitch different or unique? (Ask yourself "so what?" until you are satisfied with the answer.)
- Who should I quote and what will he or she say? (Get quotes from a few members and use the best one.)
- Did I do my research? Is there a specific writer in my area who will write about my news or event? If so, what is her style of writing? What does she usually cover? (This will help you target the right person and write your pitch in the right tone.)

COACHING *(Continued from page 1)*

In addition, direct them to the many helpful articles on the Web site that these coaches can share with their clients, such as:

- [What Toastmasters Can Do For You](#)
- [Because Communication Isn't Optional](#)
- [Toastmasters: Public Speaking and More](#)
- [Landing His Dream Job](#)
- [Ace the Interview](#)

More articles can be found at: www.toastmasters.org/successstories.

No career or executive coaches in your area? Try life or personal coaches. Toastmasters has something for everyone.

Media Basics: The Big Three of Social Networking

SOCIAL NETWORKING IS AN EFFICIENT AND necessary way to connect with members and potential members. Three keys to being a successful communicator online are to start with the basics, build and maintain meaningful relationships and keep up with the trends.

The Internet is dominated by three social networking sites – Twitter, Facebook and LinkedIn – that your club or district should know about for possible participation. Try these tips to make the most of social networking:



Twitter's strength is its immediacy. You don't have to spend a lot of time creating an in-depth profile, unless you want to stand out with one. Yet you can communicate via "tweets" quickly to other Twitter members, even on their cell phones. For example, you can announce that your group's contest is set to begin in one hour, and remind everyone of the address – with a potential boost in attendance.

If you include a hashtag in your tweet – marking a keyword in your message by preceding it with a “#” symbol – then anyone who searches for that hashtag may find your tweet. For example, if you search #Toastmasters (or #toastmasters, because it's not case-sensitive), you'll get a list of tweets related to the organization.

To share a news article you will need

to shorten the URL. (Your URL should not exceed 25 characters.) Visit one of these sites and follow the on-screen instructions to shorten your URLs: bit.ly, goo.gl, ow.ly. Did you take pictures of your event with your cell phone? Share the pictures using Twitpic.

Finally, when you receive new followers, make sure to reply with a direct message. Thank them for the follow and send them a link to your district or club Web site. Here's an example:

“Thanks for following us! We hope you find our posts fun & informative. For more info about our (club/district), visit www.club/district.org.”

Remember to follow (@Toastmasters) to receive updates and product promotions from Toastmasters International World Headquarters.



It's easier to share pictures, videos and longer notes on Facebook than on Twitter.

Some Toastmasters prefer to create a Facebook fan page or group page because there's no limit to the number of group members or page fans they can have (whereas individual Facebook pages have a cap of 5,000 “friends”). Also, with a group or fan page you can send a message to your members all at once, which is important if you have club or district news to share.

You can repost updates or news on your Wall from time to time, however too much promotion can turn your fans into foes. Remember to keep your page up-to-date with the latest information about your club/district. And don't forget to include captions and tags to pictures and videos.

If you haven't already done so, be sure to read Jeff Bailey's article, “[Face to Face with Facebook](#),” in the November 2010 issue of the *Toastmaster* magazine. The article offers a refresher about building friendships and protecting your reputation on Facebook.



The Official Toastmasters International Members Group has 14,500 members. It's a place to participate in discussions, ask questions and provide advice on public speaking and leadership.

Promote LinkedIn to your club or district members and encourage them to create a profile today. For more information on how to make the most of your LinkedIn profile, visit the [LinkedIn blog](#):

To keep up with the latest social media news and trends, add these Web sites to your favorites bar:

- [Mashable](http://mashable.com/) (<http://mashable.com/>)
- [TechCrunch](http://techcrunch.com/) (<http://techcrunch.com/>)
- [Alltop](http://social-media.alltop.com/) (<http://social-media.alltop.com/>)
- [Digg](http://digg.com/news) (<http://digg.com/news>)

Q & A

Question: Where do I get more marketing materials?

Answer: *Toastmasters has an abundance of marketing materials to meet your needs. Items can be:*

- Ordered online at www.toastmasters.org/marketing.
- Downloaded at www.toastmasters.org/marketingresources.
- Requested via e-mail at supplyorders@toastmasters.org.

If you have questions about how to use marketing materials, please send them to marketing@toastmasters.org.

DO YOU HAVE A PUBLIC RELATIONS success story to share? We would love to hear it and possibly share it in a future issue of the M/PR Newsletter or *Toastmaster* magazine. In exchange for your story, we'll send you a free radio **Public Service Announcement CD** (item 1151).

Give Us Your Feedback

We hope this newsletter has been helpful. Let us know what you liked and what you would like to see in future editions. Contact us at newsletters@toastmasters.org.