

Graham Corporate Communication

Member-Focused Emails
get them opened and read

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presented by Bill Graham
in collaboration with Impact Advantage

Write a Subject Line: *an email to members* (details deleted)

Dear Member,

During these difficult times, we want you to know that your chamber of commerce is still working for you. We are working with all our different government officials to keep everyone informed on the resources available to you.

We have set up a special web page on our website. It contains daily updates on what businesses can do to assist themselves and their employees to navigate through all the information and resources available.

Our Chamber board hopes you see the value of what we are doing for you and the membership. We also hope you are in a position to renew your investment in the work we are doing for you.

If there is anything we can do to assist your business, or if we can answer any questions, please reach out to us. You can email me, or feel free to call!

In light of the current circumstances we are offering, if needed, a deferred member benefit renewal.

In fact, we will accept renewals as on-time for 3 months past your renewal dates!

We would also like to offer a payment plan. If you would like to make monthly payments for your dues, we will accept this plan with just a credit card on file. Your monthly payment will automatically be charged to your card on the 1st business day of each month.

Though our physical office is closed, we continue to tele-work everyday for our members.

Your continued investment in the Chamber and our dedication to our members and community is greatly appreciated!

Sincerely,

We Are Still Busy Working! *So Pay Your Dues!!!*

Dear Member,

During these difficult times, we want you to know that your chamber of commerce is still working for you. We are working with all our different government officials to keep everyone informed on the resources available to you.

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Sincerely,

Are members focused on your chamber?

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 show up on their phone.
Be personable. *Focus* on them (not you).
- ◆ **Body:** *Focus* like a Trusted Advisor
discuss their concerns, reasons, motives and 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.

Is Communication a Two-Way Street?



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What do your members' customers want?

Before You Speak ... *WAIT!*

Ask yourself:

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

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

Ask yourself:

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

A photograph of a formal garden with a central lawn, manicured hedges, and a building in the background. The text is overlaid on the image.

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 ...*

High Focus:

My member's concern is the subject.

Medium Focus:

My member is the subject.

Low Focus:

I am the subject.
(I'm talking about myself)

Chambers of Commerce

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

It's about your members and their success.

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

Your most valuable real estate delivers a glimpse from a different 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, everyone should 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 ...*

Are You a Salesperson or a Trusted Advisors?

When you focus on your chamber (dues, advertising and sponsorships) ... is your voice: *most trusted?*

A Chamber Exec is a Trusted Advisor who:

- ◆ Passionately, authentically engages
- ◆ Asks questions, listens to answers and imagines options
- ◆ Is genuinely interested their members and their businesses
- ◆ Trusts in long-term relationships, not short-term gains
- ◆ Doesn't sell, comfortably helps

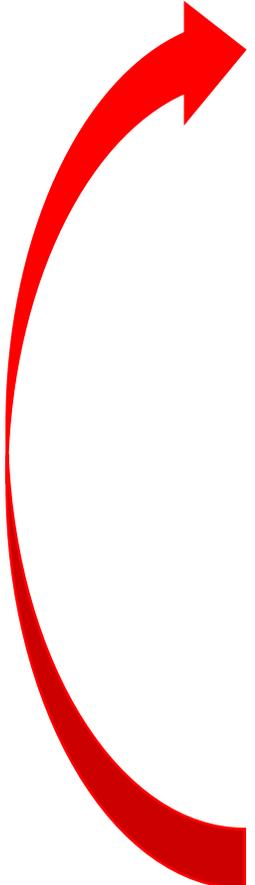
Boosts™ (Focused & Sincere)

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 Voices™

If you focus on your Chamber, your dues, advertising and sponsorships ... whose voice: *“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 Chamber Exec

Intro: *be personable not professional*

- ◆ **Your intro** is seen on their phone. Make it about them.
- ◆ **Personable you:** respectful, friendly and helpful
Professional you: emotionally disengaged, interested in selling
- ◆ **Business letter phrasing:** you are hiding something ... a turn-off.
 - ◆ Yesterday's appropriate: *Dear Sir/Madam ...* is today's spam.
 - ◆ Where would you put *Dear Member?*
- ◆ **Boosts:** recognize their humanity.
- ◆ **Credible Voice:** *Members like you have said ...*
Other members' teams are enjoying ...
- ◆ **Motive:** Begin with the end in mind,
 - ◆ *Are your customers asking ...*
 - ◆ *Cost reductions are on their list of ...*

Body: *Focus like a Trusted Advisor*

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

Email: *Reasons and Motives*

FOCUS on their world. What are the reasons and motives that could answer:

Why do they join? and Why do they renew?

- ◆ 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 Close

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

Connect back to the email's intro:

Motive: *begin with the end in mind.*

Close: *end with the end in mind*

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

Email Rules (*generally writing*)

- ◆ **More is seldom more**
- ◆ **Positive turns on.** Negative turns 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.
- ◆ ***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 the chamber. We would love to have you!*

High:

- ◆ *Wow, you're an inspiring advocate for your customers. Your focus on service may be helped by the chamber resources. There are 2 specific members that may have solutions to your pricing concern! Do you have time next week to talk with them about saving some money?*

Member-focused Email

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

Remember:

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

What are you supposed to do? Call Coronabusters?

Hi Bill,

First, are you and your team okay? If you have health issues that need support, let us know!

Second, do you wish there was someone you could call who would have the secret answers your questions?

Your fellow members have the same questions. They may be coming up with answers you haven't considered. Would you benefit from hearing others strategize about the future? Maybe you should check out the Chamber's small, virtual round-table discussions. People are getting help. Just sign up for the Chamber's Zoom platform to share ideas and information for survival and success.

It seems the virus has created a truckload of government info that nobody can wade through. If you need a hand figuring out: a web address, who to call, or what to do, go to the Chamber's new webpage. Updated daily, it will walk you through the available grant and funding resources.

If you don't find what you need there, or you just want to discuss your situation, let's set up a call. Because others have been calling, your research may already be done! You might collect some information, insight, or direction. It would also be a pleasure to touch base!

BTW, because members are facing unique circumstances, memberships will not lapse if dues can't be paid. If you get a bill and can pay it, great. If you can't, don't worry. We will figure it out when the smoke clears.

For everyone's safety, the physical Chamber office is closed, but because so many things in this crisis actually are emergencies ... you will get a quick response to any communication!

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

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[®]*

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**Interested in High Focus
Communication for Sales?**

Contact: Joe.Thomas@Impactadvantage.com