



# Status Quo to Status Grow

How to Supercharge Your Chapter for Growth

By Kordell Norton

| What makes you Qualified?   | How do you deliver your value to your customers?  | What are the results and value the customer gets from you?                                |
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What is in your wallet?



## The 10 Commandments of Marketing

I. Thou shalt know that the first one that stays in the mind of the client wins.

II. Thou shalt have a Unique Selling Proposition (USP).

III. To get thy USP thou shalt create a new category folder in the mind of the client.

IV. Thou cannot be all things to all people. In marketing Success = Focus.

V. Thou shalt "touch" the client 7 times while exhibiting patience.

VI. Thou shalt know that done is better than perfect.

VII. Thou shalt adjust thy sales-sell-sails. Make the decision on Monday . . . and by Friday know that marketing requires a course adjustment.

VIII. Thou shalt not show off thy vocabulary. All communications, value, and benefits shall be in words that the customer understands and where possible, are measurable.

IX. Thou shalt C.A.S.E. Copy-And-Steal-Everything.

X. Thou shalt be aware of thy competition. Hit it where they ain't.

**1**  
**2**  
**3**  
Branding  
by getting  
Customer  
input

Ask: "What three words would you use to describe what we do for you?"

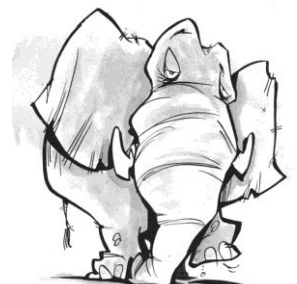
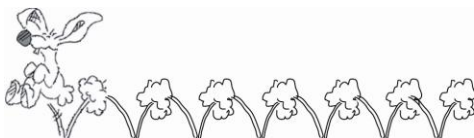
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|---|-------|
| 1 | _____ |
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# D R A S T I C

*From the book*  
Throwing Gas on the Fire - creating drastic change in Sales and Marketing  
*by Kordell Norton*

# What are *your* "You Cans"?



Product/Service/Experience/Brand

List the major features, capabilities or specifications of your product

List each features benefits or it's "YouCans"

1

A

B

C

D

2

A

B

C

D

3

A

B

C

D

4

A

B

C

D

5

A

B

C

D

6

A

B

C

D

Once you have your "You Cans," which describe the benefits of your products and services, mark those that:

- 1) Are unique
- 2) Meet major client needs
- 3) Can be numerically precise or measured
- 4) Are specific and that create a mental image in the clients' mind (*able to leap tall buildings in a single bound*)
- 5) Address a weakness in the competition

*So That* (benefit bounce)

*Seconds*

*Seconds*

*Minutes*

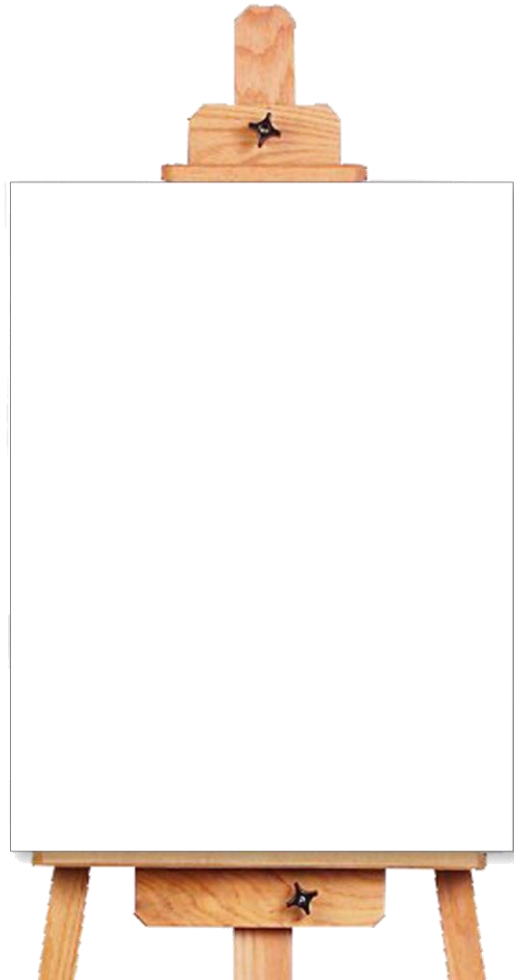
**2003**  
*Elevate your marketing*

*You Can* (benefits)

*I Am* (features)

## Meeting Ah-Ha's

- Start on Time
- Greeters
- D.R.A.S.T.I.C.
- 5 Sensing
- Feed Them
- Recognize the Board
- Recognize Past Presidents
- Recognize PMA/Industry Certified Experts
- Recognize First Timers
- The End of Meeting Give Away  
(collect business cards)
  - No one ever throws away a book
    - Amazon used books.
  - CardScan
  - Constant Contact, AWeber, etc.
- Assign “mentor’s” to first timers (VIPs)
  - Telephone Follow-up Champion
- Networking, networking, networking
- Lunch Table Topics (with assigned “host”)
- Ask for referrals
- Award to Best Recruiter
- Post Event Marketing/Next Event Marketing
- Evaluations



*Touches*

**7**

*What are your marketing activities to touch your customer 7 times?*

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

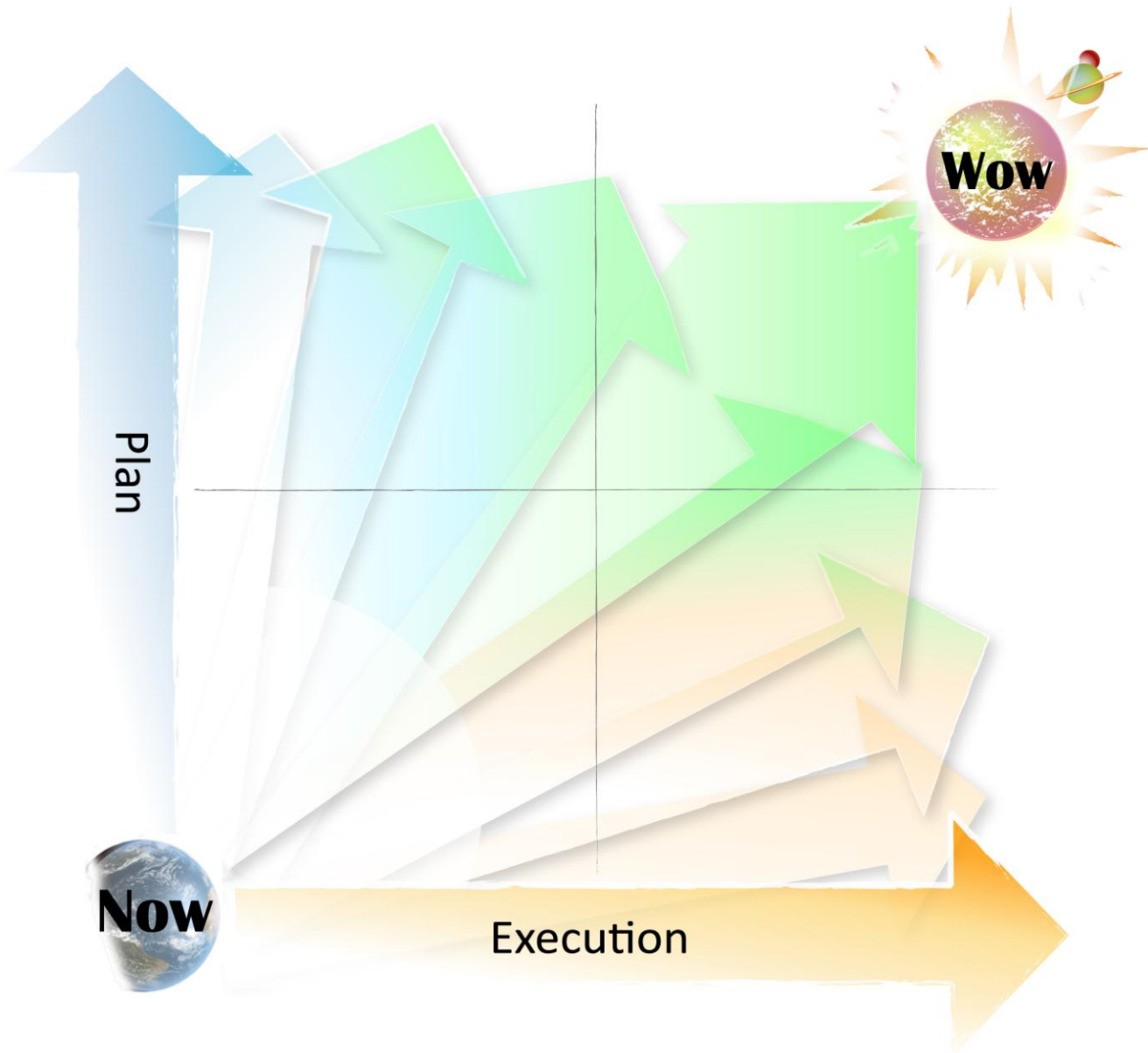
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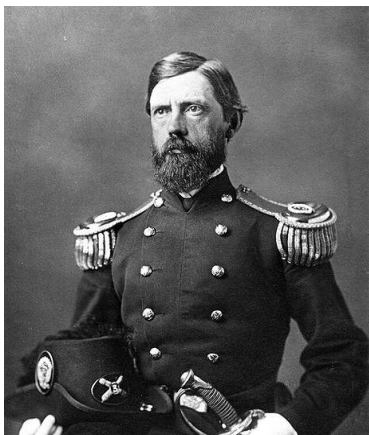
**Testimonials**



1. Provide a “muse” email
2. Put them on the web site
3. Include them in your printed programs
4. Flip (video) onto YouTube – everyone wants to be on TV
5. Evaluations
  - a. What did you like about today’s \_\_\_\_\_ (program, event, meeting)?
  - b. What do you wish you had gotten more of? Is there some focus that we should provide in the future?
  - c. Would you like to receive a copy of \_\_\_\_\_?
    - i. If yes. . . provide your email address.



**Who is in Charge? Me? Or the Board?**



Major General John F. Reynolds



**1** *In* **10**

tells  
the  
other

**9** *how  
to  
vote,  
buy,  
etc.*

- *Moral*
- *Ethical*
- *People Oriented*
- *Tenured*
- *Results Oriented*
- *Discovered by Changes*
- *Networked*
- *Risk down/Value Up*

*Who are your  
STPs?*

(Copy And Steal Everything)

# **C.A.S.E Sheet My Programming Plans for the Next Year are:**