



# Brainstorming Cheat Sheet To Recruit Non-Members

Fill in the sections below to start building better ad copy now!

## Member Wants & Needs

*What type of person is the next member you're going to recruit? What's it like to live a day in their life? Do they commute or work from home? What's their social life like? Talk to your current members to understand what exactly they love about being a member. Then, ask yourself these questions about your ideal non-member recruit:*

1) What do they secretly, ardently desire most? \_\_\_\_\_

2) What are 3 things they want from their new membership? \_\_\_\_\_

3) What clubs or communities do they belong to? \_\_\_\_\_

4) What are they afraid of? \_\_\_\_\_

5) What are their top 3 daily frustrations? \_\_\_\_\_

6) What trends are occurring in their businesses or lives? \_\_\_\_\_

7) What keeps them awake at night? \_\_\_\_\_

General Notes: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_



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## Key Words & Phrases

*This is psychologically where you grab your reader - with familiar words and phrases exclusive to your perfect members. Listen to the way the current members speak, and pick up as much about the hyper-local dialect as you can. Ask yourself these questions about your potential member:*

1) What regional phrases do they use? \_\_\_\_\_

\_\_\_\_\_

2) What industries or businesses do they work with? \_\_\_\_\_

\_\_\_\_\_

3) Which clubs or activities are they involved with? \_\_\_\_\_

\_\_\_\_\_

General Notes: \_\_\_\_\_

\_\_\_\_\_

## Captivating Headline

*Now that you've identified the key drivers for the potential members of your association or organization, it's time to take what's important and curate it together into a single sentence.*

Headline Draft: \_\_\_\_\_

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