If You Build It...Will They Come?
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Neil McNerney: Counselor, Author, Speaker

Counselor
Author
Media
Parent Seminars
Professional Trainings
Keynote Speaker

Seeing clients in Reston and South Riding, VA. Call 703-352-9002 to make an appointment.
The Need
The Problem

I just feel soooo much better knowing I'm not alone...

Sarcasm support group
Your Program

- Describe Attendance Difficulties
Traditional Recruitment Techniques

• Email
  – Email in all languages
• Newsletters
• Sign out front
• Bulletin Board
• Radio/TV
Social Media

• Facebook, Twitter, LinkedIn
The Solution
The Tipping Point

Malcolm Gladwell
Stickiness

• Have a Coke and a...
• If you build it...
• ...melts in your mouth, not in your...
• A diamond is...
• Rice-A-Roni, the...
• Vegas: What happens here...
Sticky Titles

• The Teenage Brain – Temporary Insanity??
• Do Your Chores! Increasing Responsibility
• The 5 Secrets to Discipline
• Just Calm Down! Dealing with Over-Reactive Parents
• Parenting On Purpose
Sticky Exercise
The Three Crucial “Tippers”

• Salespersons
• Mavens
• Connectors
The Connector

“I know someone who you should meet.”

“Come with me. I want you to meet....”

“Do you know _____?”
Utilizing Connectors

- Ask for specific help
  - Yes/No
- “Can you do your best to get 6 neighbors to commit to coming?”
- Check in weekly
The Potomac Falls Experiment

- Six Schools – Two Connectors Per School
Results

• Before – 5 signups
• After - 148
Other Ideas That Worked

• “I” messages about the program
• Direct phone calls to those you want to attend
  – Two weeks before and then the day before
• Child Care ALWAYS helps
Other Ideas That Worked

• Facebook (only if you already have followers)
• Website – front splash page
• Giveaways
Marketing Mantra

• It takes seven interactions with a product or idea before someone will act.
Emails

– Who should it come from?
– Write it to one person.
– Personalize it (how will the writer benefit from the program).
– Include a call to action
– Include a request to forward
Phone Messaging

– Who should it come from?
– Make it conversational
– Personalize it (how the speaker will benefit from the program).
– Include a call to action
– Include a request to tell others
Additional Help

- neil@neilmcnerney.com
  - Review plans, emails, brochures
  - Agency Trainings