

OPPORTUNITY ASSESSMENT

Grade your organization

Based on what you learned today about how humans make decisions and are influenced, how would you rate in these areas? Be sure to assess when in high use and low/no use.

Simple messaging

- Membership collateral
- Signage
- Brand story

Marketing to pleasure vs pain principle

- Use of dollar signs
- Triggering pain points of buying
- Using decoys
- Bundling

Priming with your 2D materials

- Quality Photography
- Website - images, copy, responsive
- Logo
- Membership Collateral
- Newsletter
- Event Promo pieces
- Menus
- Digital posts

Priming with your 3D space

- Grounds Entrance
- Grounds
- Signage
- Parking Lot
- Building Facade
- Building entrance
- Door handle

Priming and connecting with senses

- Sight: Lighting, focal points, color, signage, style, fashion
- Sound: Music style, noise levels
- Taste: food offerings and quality
- Touch: decor, fabrics, flooring, counters, locker rooms, old/new
- Smell: odors, aromas

Taking advantage of mental triggers

- Authority
- Reciprocity
- Trust
- Anticipation
- Events and Rituals
- Scarcity
- Social Proof

- Knowing your Top 10 member influencers
- Knowing your Top 5 staff influencers
- Rewarding loyalty
- Servicing with a smile
- Using member/client names
- Truly understanding who your members/clients are
- Creative, relevant images, staying out of the noise
- Engaging Reptilian thinking - subconscious
- Letting prospects and members know how life is better because they are a part of your club
- Using neuromarketing tips and triggers

Do you know what is "broken"?

Where are your opportunities?

What's your grade?

Below a B?

You can trust us to tutor you to an A+!