20 MINUTES
BREAKOUT ROOM
MEMBERSHIP MARKETING EXERCISE – NO WRONG OR RIGHT ANSWERS

10 – minutes
Persona
Sally is a 35-year-old female, employed in the city as a full-time legal secretary, with five years of experience, is married, and has a son. She is active on social media and enjoys an occasional evening out to dinner with her female friends from work.

Instruction:
Apply the scenarios below to this persona and write down ideas and discuss in the breakout room how to market membership to Sally and how NALS can be a solution to each scenario.

a. Sally wishes she could work from home as a full-time freelance paralegal, set her own hours, and have more time with her family.

b. Sally loves being a legal secretary. She wants to advance her knowledge and skills to apply for a promotion, or plan her exit strategy.

c. Sally enjoys her short commute to work and her time alone in her car each morning. She gets along with her co-workers at the office. But lately she has been feeling stuck and uninspired.
10 – minutes
a. What is your chapter’s brand? If you don’t know, write what you think it is.

b. Discuss the aspects of your chapter’s brand that has drawn or could be leveraged to draw members to your chapter.