










3 key lessons to the art of woo

An element of surprise... it's all about them

The more personal the better

You have to know who they are to woo well




An element of surprise... it's all about them

Can't be a bait and switch

Can't be insincere

Doesn't have to be big








The more personal the better

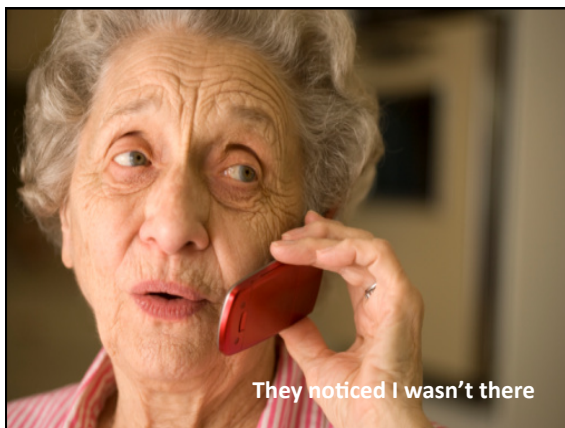
Isn't about having their name mail merged into a letter

Takes a village to pull this off

Will create staggering WOM!

A photograph of an antique-style metal key. The head of the key is circular and has the word "HEART" engraved on it in capital letters. The key has a long, slightly curved shaft and a complex bit.






You have to know who they are to woo well

It has to matter to them

It makes it a real relationship

A misstep will get noticed and talked about











The spear fishing method of marketing



More love for the ones we're with

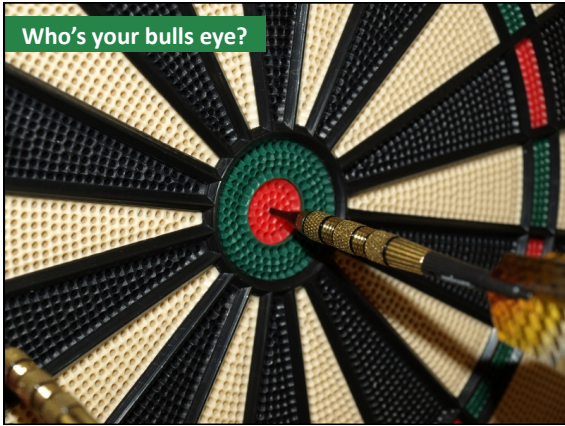


It is 6 – 7 times more costly to acquire a new member than it is to keep an existing one.











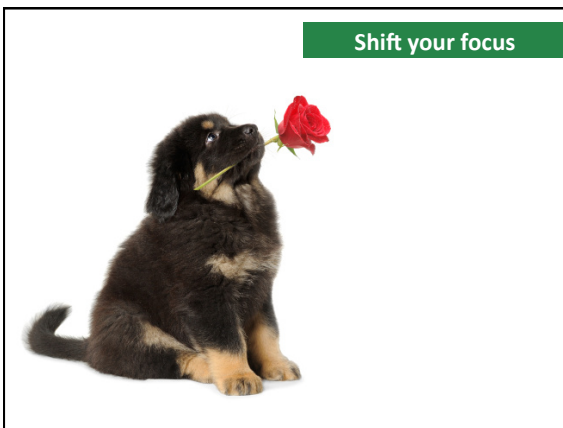






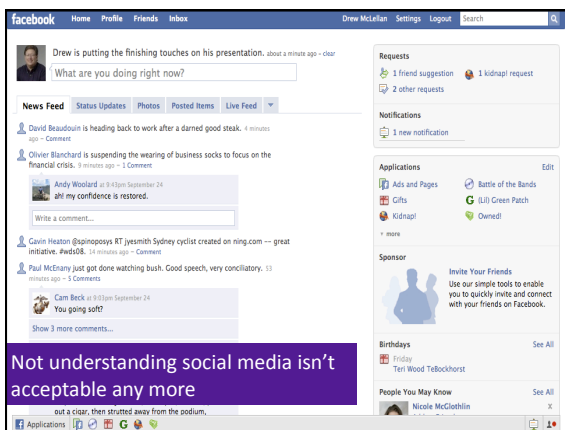






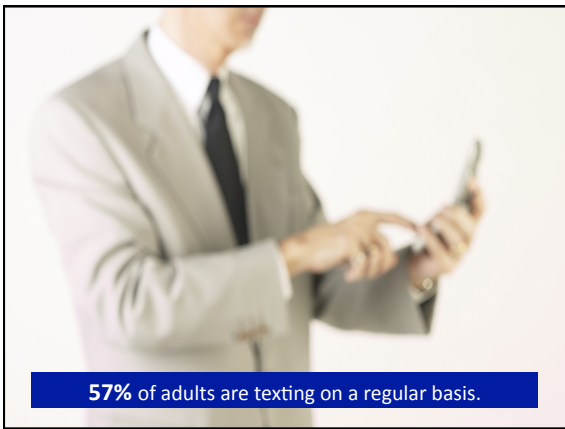






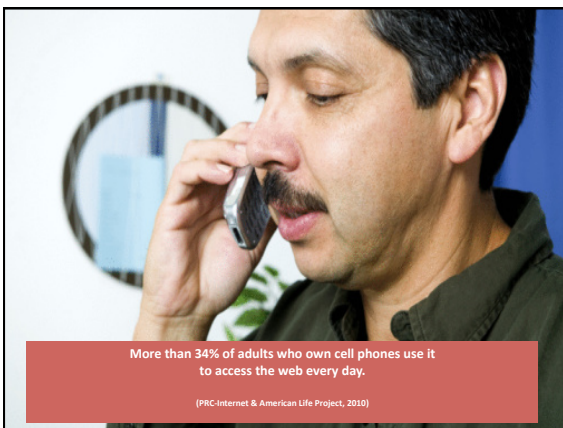














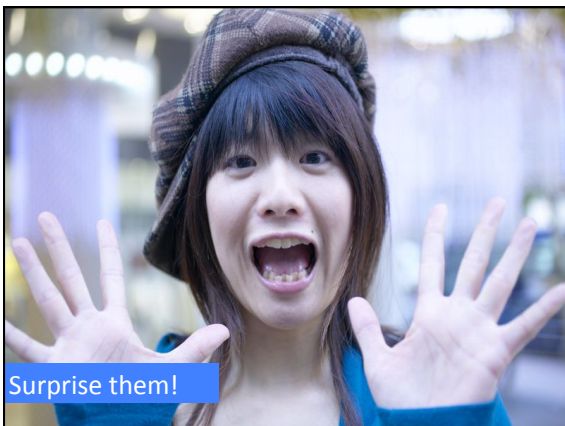


















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<http://www.DrewsMarketingMinute.com/ISAE.html>

ISAE
Monday's presentation on creating love affairs with your members:
[Download presentation here](#)

[Link to Social Media Policy Examples](#)
[Click to view here](#)

General Resources:
Free reports, fact sheets, etc.
[Marketing Lessons from Walt](#)
[Marketing Plan template](#)

Books:

Recommend
Delivering Happiness: A Path to Profits, Passion, and Purpose by Seth Godin
I Hate People: Kick Love from the Dictionary and Stop Worrying by Drew McLellan

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