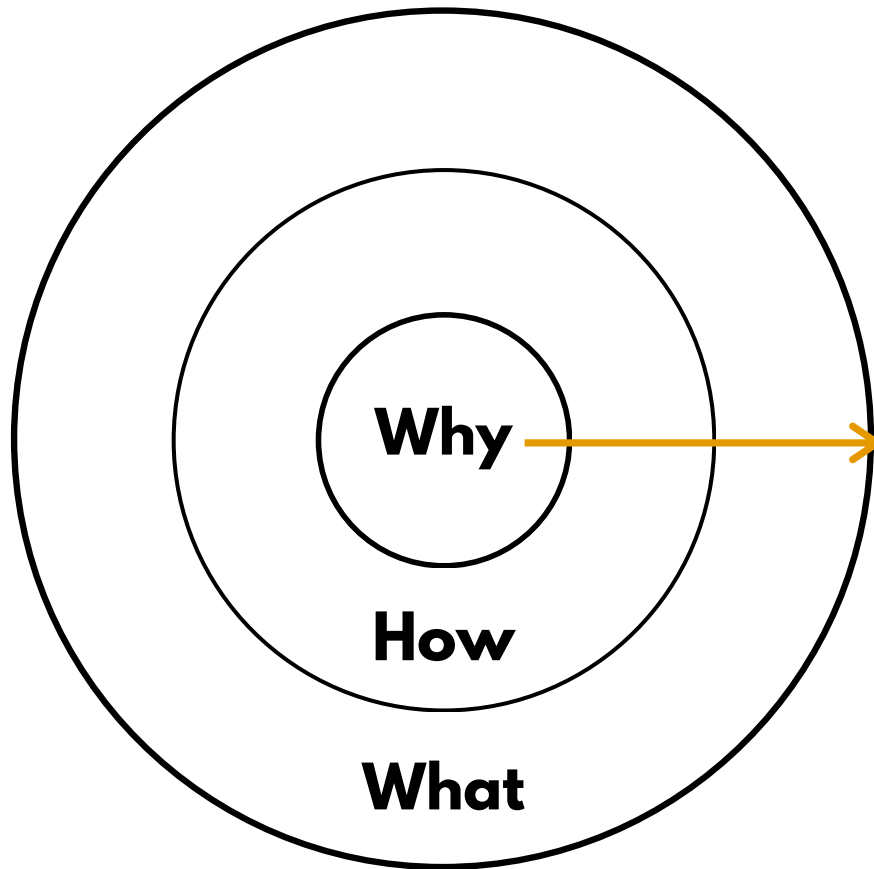


**TIP:** Add an extra ring to the centre of the circle for your "Who" - who is your target audience and what type of person will your club appeal to?

# The Golden Circle



*"People don't buy what you do, they buy why you do it" - Simon Sinek*

'Why' should be at the core of everything you do as a club, and the driving force behind your marketing and decision-making strategies. By putting "Why" first, you're more likely to attract like-minded people who share your fundamental beliefs.

Why does the order in which you communicate matter? We buy with our emotions and then justify it with logic. So by tapping into emotion and feeling you can educate your members, build trust and credibility, build connections, and start conversations that lead to new memberships and satisfied existing members.

## **WHY**

Very few organisations know WHY they do what they do. WHY is not about making money, that's a result. WHY is a purpose, cause, or belief. WHY is the very reason your club exists.

## **HOW**

Some organisations know HOW they do it. These are the things that make them special or set them apart from the competition.

## **WHAT**

Every organisation on the planet knows WHAT they do. These are the products or services your club offers.



Scan the QR code to watch Simon Sinek's TED Talk

# Using The Golden Circle in Your Club's Marketing

Now that you've got an idea about how to use the Golden Circle here are some other best practice content marketing and copywriting ideas to help you pull it all together and create some useful, relevant and amazing copy!

## **Use content to create emotional appeal**

Think about the emotional response that you're looking to get from the reader. How do you want them to feel? Energised, happy, motivated, inspired?

## **Be consistent and authentic**

It's not just what you say through your website or content marketing, it's about the entire experience your club gives a member/potential member every time they get in contact with your club. From talking to a club person and reading your website or social media posts, to actually joining the club and attending training sessions. Give them a great experience by having a consistent, authentic club message.

## **Keep the story clear and concise**

Cut down lengthy wording, include the important parts and edit out the waffle. Say what you mean in the shortest, clearest way possible. Put the most important details first.

## **Be specific**

You aren't trying to communicate with everyone – just your buyer personas – so writing your marketing messages shouldn't be a one-size-fits-all approach. Think about the different types of people in your club (your buyer personas), what are their problems and challenges and create your marketing content to appeal to that person's needs.

## **Ask for an Action**

Don't forget your Call to Action (CTA). If you don't ask, then you don't get! Tell your audience what you want them to do next. Examples of a CTA that you can add to any webpage or social media post are:

- Click here to register:
- Visit our website at:
- Sign up now!
- Post a picture in the comments!
- Bring a friend with you
- Join our mailing list

When you do a Call to Action, be sure to provide a direction or link so that they can complete the Action you've asked for.