

Dramatically increase your revenue by learning how to get increased credibility with a ready group of target customers. Use the techniques of an industry insider to access associations and turn their members into your customers.

Associations put you in front of a large number of ideal customers, in one setting and with maximum credibility, for a fraction of the cost of traditional advertising. In the pages of this book, a 20-year association industry insider reveals how to:

- Leverage the relationship associations already have with their members to generate customers for your business
- Open doors usually closed to you by partnering with associations to offer your products or services as an association benefit
- Receive invitations to speak at association events where they fill the room with your best target customers
- Accomplish more in a few hours than you could in several days of personal one-on-one visits with your potential clients
- Get in front of a large number of your ideal clients in a one-to-many atmosphere, providing speed to market
- Skip past the bureaucratic committee process that trips up so many others

Buy this book now to leap past your competitors and get more new customers faster by harnessing the power of associations.



About Robert Skrob, CPA, CAE

Robert Skrob has more than 20 years of experience in the association industry, helping associations grow their memberships through better benefits, communication, and systems. Under his leadership, several associations have grown to represent over 90 percent of the potential members within their industries. Throughout his career, Robert has worked with hundreds of companies to market and promote their products

and services to members of associations. Robert is the owner of Membership Services, Inc., an association management company headquartered in Tallahassee, Fla., specializing in membership marketing, recruitment, and retention. Robert has been married to Kory since 1994, and they have two children, a daughter, Samantha (17), and a son Robert, (13). Robert, Sr., enjoys running and smoking Partagas #10 cigars, although rarely at the same time.

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Your Association Shortcut

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The definitive guide for generating customers through associations



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