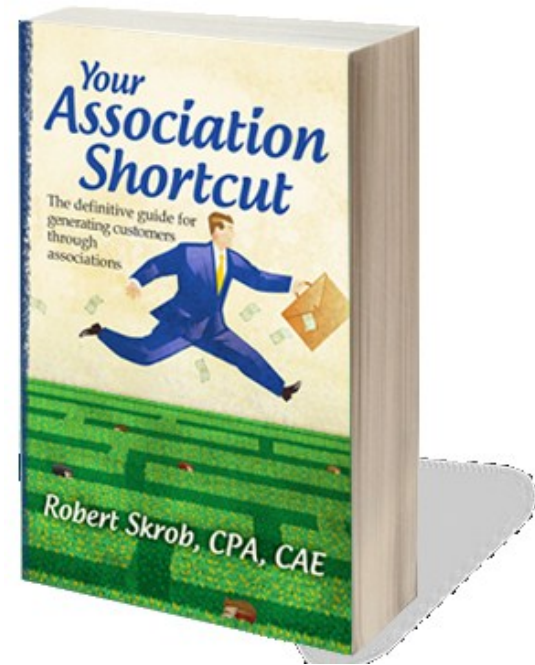


# How your listeners can tap into the single-largest market for their products and services to lock-in a long-term competitive advantage—before their competitors figure it out

All audiences want to learn marketing strategies to grow their businesses. Robert Skrob reveals an old marketing method that many companies are using, but no one teaches or talks about. Skrob is a fun and enlightening interview because what he reveals is hidden right out in the open. He'll pull back the veil and help listeners see what's been before their eyes all along—and how they can use it.

**INVITE SKROB**—who has helped many companies generate customers through associations—on air to share:

- ✓ How to tap into associations' relationships with their customers to build your business (the referral partner you never knew you had). This is proven to be one of the best marketing strategies ever!
- ✓ Get associations working for you, selling your product or service to get customers.
- ✓ The best people to contact within associations when you want to work with them.
- ✓ How to cut through the board bureaucracy, get to the decision makers and generate new customers as quickly as possible.
- ✓ Planning for the unique needs of associations so you can instantly recognize the difference between a valid IRS requirement and a simple negotiation tactic.



**ATTENTION:** Have your listeners call in with their sales and marketing challenges, and Skrob will help them identify the right association to target and how to start generating new customers.



**CREDENTIALS:** An association executive for the last 20 years, Robert Skrob will share his insider's tactics of what works so you can dramatically increase your sales by learning how to get increased credibility with a ready group of target customers. Plus, he'll reveal the essential core elements that every marketer must have to maximize the opportunities you'll generate through associations.

**AVAILABILITY:** Tallahassee, Fla., and nationwide by arrangement and via telephone.

**IMAGES:** Book image: <http://bit.ly/YASCover> Skrob image: <http://bit.ly/SkrobPhoto>

**CONTACT:** Suzanne Hurst, (850) 222-6000 (Florida); [Suzanne@HelpMembers.org](mailto:Suzanne@HelpMembers.org)

# Robert Skrob Biography

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. Although he hasn't practiced public accounting since 1995, he maintains his CPA license and fulfills its continuing education requirements to please his mother, who wants him to keep his license so he has something to "fall back on if this marketing thing doesn't work out." Robert has been married to Kory since 1994, and they have two children, a daughter, Samantha (18), and a son Robert, (14). Robert, Sr., enjoys running and smoking Partagas #10 cigars, although rarely at the same time.

## Sample Interview Questions

- What are associations and what is association marketing?
- Who should be thinking about marketing through associations?
- You say there are 1.9 million associations within the United States; shouldn't we be marketing to them as potential customers?
- What do you mean when you say, "associations will do all of the marketing for you?"
- What are the 5 ways to generate customers through associations?
- What are endorsed member benefit programs and how would you go about creating one with an association?
- Do you have any examples of successful association marketers?
- What do you need to do before you reach out to an association to create a relationship?
- There are a lot of opportunities, but where do so many people go wrong? Why aren't more people successful in marketing to associations?
- Can you give us a little step-by-step approach to working with associations so all of us understand the best way to approach them?
- Is there a website or free resources where people can get more information?

Free training video:

[www.YourAssociationShortcut.com](http://www.YourAssociationShortcut.com)

## Sample Promotional Copy

### Your Association Marketing Shortcut

There are more than 1.9 million associations within the United States today. There is a good chance your best customers are already receiving and reading emails from their association, attending association events and buying products and services from their association.

Reaching your customers through associations helps you in two ways: first, it provides a unique media through the associations' emails, newsletters and event communications; and second, it provides increased credibility.

- 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.
- 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.

Tune in to get all the details. For a free training video, visit [www.YourAssociationShortcut.com](http://www.YourAssociationShortcut.com).