

## **FROM GUEST TO MEMBER**

### **Make your guests feel welcome!**

Greet each guest with a smile. Invite them to sign your guestbook and then buddy them up with an experienced Toastmaster who can explain things about the meeting as needed, and who won't hesitate to learn more about the guest; i.e. what brought them to Toastmasters, what do they do, what there are needs in relation to communication and leadership skills, etc. Prepare a name tag or place card for them.

### **Present each guest with an information package.**

Here are some suggestions as to what you can include: A copy of the agenda; information about your club; a copy of the Icebreaker; a copy of the Benefits of Being a Toastmaster; latest club newsletter; a copy of the Toastmaster magazine; a club business card, and let's not forget an Application for Membership.

### **Make sure your meetings leave a lasting impression!**

Having an organized meeting, one that starts and end on time, that offers variety and interesting themes and a full educational program are a sure-fire way to impress your guests and your members.

### **Make your guests feel special**

Ask them to introduce themselves and share why they came, or ask the member who invited them to introduce their guest. Know how to pronounce their name and be sure to give them a big round of applause.

### **Gather contact information from every guest.**

Don't forget phone numbers and e-mail addresses.

### **Thank your guests for coming.**

Ask for their comments about the meeting. Try and tie their comment into the benefit of becoming a member of Toastmasters. Invite them to join. *You did invite them to join, right?* And be sure to invite them to your next meeting too.

### **Follow up with your guests within 24-48 hours.**

Give them a telephone call. Send them a personalized note or e-mail if you don't have their complete mailing address. Include them in your e-mail summary of the meeting, newsletter, or when you send out the next meeting agenda.

### **Keep your guest contact details for future reference.**

If a guest is not ready to join at this time, keep their contact details and invite them to club's next special event: contest, table topics auction, Speechcraft, educational event, etc.