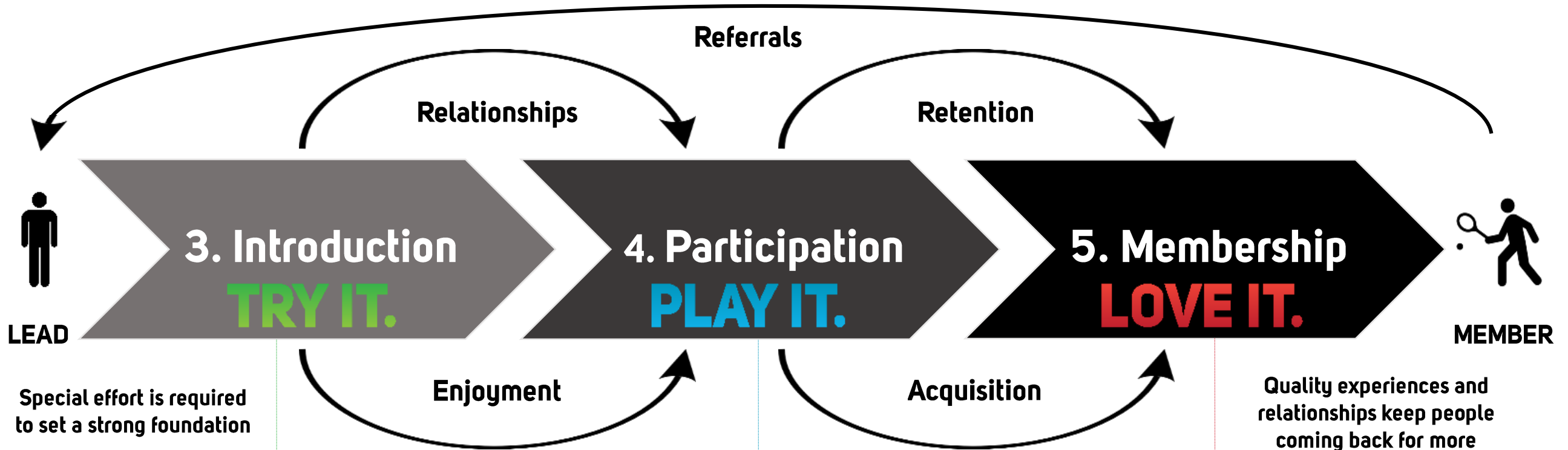


1. Market Research

Market research within your community provides you with an understanding of where your club is, where you are heading, what your opportunities look like and the gaps that you can take advantage of.

2. Lead Generation

Once you are aware of the potential areas of growth, you need to generate a pool of leads (potential members) within these areas. Find out what motivates each person and offer them solutions (suitable programmes and events, a welcoming environment and like-minded people) to support them with meeting their individual needs.



Taking a person from being a lead to getting them introduced to the game and closer to becoming a member is a vitally important procedure. Make someone responsible for personally welcoming new players into the club and introducing them to other players.

Focus on providing lots of member contact and engagement – one-on-one coaching sessions, group programmes, fun tournaments and other social events...

You need the new member to start participating regularly and ensure they develop relationships and see the results they are after. Once they have settled in you need them to continue participating regularly and ensure they keep developing relationships and seeing results.

To maintain someone's interest in the game the primary driver of membership is encouraging meaningful and enjoyable participation opportunities.

Find out what motivates each individual so you can offer them what they want to suit their lifestyle.

Instead of trying to sell a membership, focus on creating value for each person by providing them with quality participation experiences and strengthening social bonds.

Personal relationships and enjoyment of the game drives participation

Participation is the trigger that sparks membership

People become members to get results but stay because of friends

You can use trial periods to get initial buy in for membership. Once they are fully engaged and ready, use a simple sign up process.

Acquisition
Once you have a new member, a correct induction procedure is imperative to maintain the membership and negate buyer's remorse.

Retention
To stop members leaving to another club, or leaving the game of squash altogether you need to put support strategies in place to make them feel like a part of the club. This ultimately comes down to providing a motivating environment and creating connections between members.