



Solutions For Peer Group Chairs

We help you with the Business
of Chairing so that you can
focus on the Art of Chairing



"Spark Growth Strategies dramatically accelerated the launch of my second group and have set me up for continuing to cultivate new members."

The Peer Group Chair Lifecycle



LAUNCH

Launching your first Group or Additional groups can be one of the most difficult things a Chair will face. Leveraging existing network and connections is just not enough and driving engagement with new member candidates can be very difficult and frustrating.

- Mostly the “Business of Chairing”
- Identifying ideal member candidates
- Multiple outreach methods
- Driving interest and then engagement
- Driving attendance to virtual and in-person events
- Information Exchanges, Selection Interviews

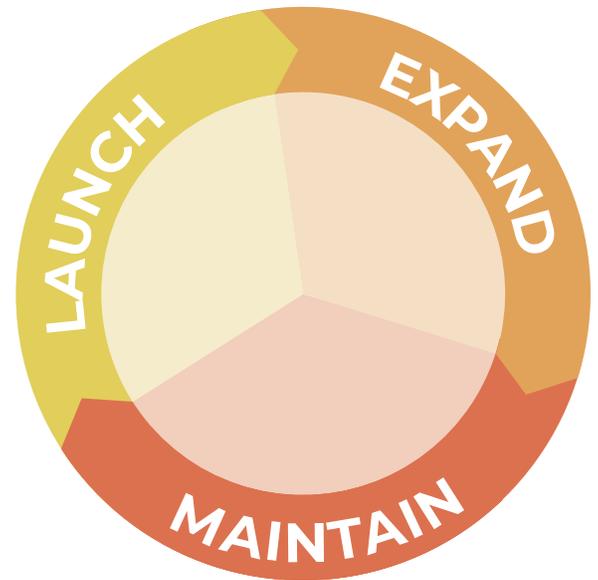


EXPAND

Growing a Group to full capacity can take a significant amount of time without help. Getting to full capacity means maximizing the revenue opportunity but also enhances the value of the group for the Members.

Now the “Art of Chairing + Business of Chairing”

- Continuing all of the efforts from the Launch phase while doing one on ones with Members, continually communicating and maintaining engagement, and moderating meetings.



MAINTAIN

There will always be Members that move on for one reason or another each year. Maintaining multiple groups and continually bringing in new Member Candidates while focusing on the responsibilities to the Group and Members is a tall order.

Multiple Groups exponentially increases the workload and responsibilities.

- Continuing all of the efforts from the Launch and Expand phases but now dealing with Member attrition and the challenges of managing multiple groups

“Working with Spark has given me valuable hours back in my day, made the member recruitment process so much easier and it was a pleasure working with their team.”

Paths To Success



DIY (the hard way)

While the lowest cost in terms of investment, this can be the most difficult approach.

Days are full of Cold Calls, Emails that go unanswered, hours of research identifying the best targets.

The outbound efforts consist of hours of effort each day and often with very little positive results in return. Spending hours doing outreach just to secure a few calls a week can be demoralizing.

Rejection stings the most because of the hours of manual efforts that are being applied.



DIY + MARKETING AGENCY

Adding the services of a Marketing Agency can be a great way to boost interest and engagement. While these services can be fairly expensive, especially in the early phase of launching a group, they can certainly help to drive more “leads” for potential Member Candidates.

But this approach lacks a long term benefit. Other than the leads that are produced from the campaigns, once the Marketing Agency has completed their work, the Chair is back to the DIY approach until they once again engage the services of an agency.



PARTNER WITH SPARK

We apply a highly effective approach to identifying, reaching and engaging ideal Member Candidates with very little manual effort from the Chair. We automate key areas of the outreach to save valuable time and eliminate frustration.

We implement a Candidate and Member Management system that saves the Chair dozens of hours a month and provides an easy to use platform for developing and managing their practice

Our solution provides the Chair with the long term benefit of a Strategy, System and Approach that doesn't require outside help. The solution is yours – you own it and can build on it for years to come as your practice evolves.



The Spark “Ignite Growth” Programs Include

ASSIGNED PROGRAM LEADER (COACH)

Assigned Program Leader (Coach) – Highly experienced and skilled Sales and Marketing executive. Typically 20+ years, entrepreneurial, business building experience. Many have years of experience launching groups with Chairs and Facilitators. Your Coach will partner with you every step of the way to ensure your success.

ACCESS TO SUBJECT MATTER EXPERTS

Access to Subject Matter Experts – Your Growth Coach will engage experts on social media, digital marketing, content experts and more as needed. Think of it as all of the resources of full-service marketing agency but only pay for the resources and services you need.

SOCIAL STRATEGIES

Social Strategies – We are experts at LinkedIn and all of the major Social platforms, so you don't have to be. Our strategies and tools will give you the ability to maximize your results in amazingly easy to manage ways. Our approach is designed to help you grow your reach significantly with your audience of prospective members.

CONTENT DEVELOPMENT

Unique, Original, Story-driven content is essential to ensuring your prospective members understand your unique value proposition and what it means for them individually. Our creative team of writers and graphic artists will bring your vision to life and make it easy for you to tell the story.

COMPLETE WEBSITE PACKAGES

We can develop a custom site, modernize an existing site or provide a complete hosted, supported solution to meet your needs. All of our sites are mobile and search optimized and focused on Story-Driven content that converts interest to opportunities.

Formula For Success



How We Can Help?



STRATEGY

The key to any program is the Strategy at the foundation. We will help you to put a strategy in place that will drive consistent results. Through monthly Strategy Sessions with a team of highly experienced Growth Coaches, we will continue to evolve the approach.



STORYMAP

Help you to clarify and define your unique value proposition and the Storytelling framework that will be the foundation of great content and messaging.



SOCIAL TOOLS AND STRATEGIES

Quickly and efficiently grow your connections and followers on LinkedIn and other platforms.



CONTENT DEVELOPMENT

Website: We create great pages that tell the story and convert interest to engagement.

Member Success Stories: Some of the best content is from your Members. We help you to tell their stories.

Articles and Content Clusters: We write in your voice and help you to consistently put out original content through short and long articles, blog and social media posts.

Newsletters and Drip Marketing: Communicate and stay front of mind with your Members and Prospective Members.

Video Content: Brief animated explainer videos or custom video content to help articulate your unique value proposition.

Audio Content: Whether it is simply basic audio clips for use on social or a complete podcast strategy, audio can be great way to engage and we can help you navigate that opportunity.

Collateral for Meetings and Marketing Efforts: Raise the bar with professional collateral.

eBooks and other Digital Assets: We are continually drawing on best practices and new opportunities for unique and original content.



ADMINISTRATIVE SUPPORT

Our goal is to give you as many hours back in your day as possible. We can help with all facets of administrative support and provide resources and organization around the tactical tasks so that you can focus on the strategic things.

WHAT DOES IT COST?

Our pricing is based on a true ROI (Return on Investment) model and our goal is for the added revenue achieved from growing your groups to more than pay for any program costs as we work together and in the long run for you to see a 10x return on your investment with Spark.

We meet you where you are in terms of budget and at what pace you wish to grow your practice.

WHY CHOOSE TO WORK WITH SPARK?

We live in the Peer Advisory world. We speak the language. We understand the unique challenges and opportunities. We leverage best practices from hundreds of successful Facilitators and Chairs. We bring the best strategies, tools and resources to you.

We are 100% committed to your success.

NEXT STEPS?

1

Connect

Let's connect and discuss where you are and where you want to go. We can design a program that fits your needs and helps you achieve your goals both now and in the future.

2

Select

We will work together to select the Program Elements and Resources to best achieve your goals. We know that needs change and our programs are designed with complete flexibility in mind.

3

Get to Work

We will roll up our sleeves and get started. We will be your partner and be right there in the trenches with you. Your success is our success and we are committed to helping you achieve all that you set out to do.



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"Spark helped me to significantly expand my network and created some great original content that I will be using for years to come. The website and other content they developed took my brand to the next level in a big way."

