

Creating Novices

Proven ideas for attracting prospects to bridge, clubs, and ACBL membership.

BOOST GETS YOU PROSPECTS

NOW WHAT?

The 5 MOMENTS OF TRUTH

1. When the prospect first **hears** about bridge.
2. When the prospect first acts to **learn** how to play bridge
3. When the prospect **plays** duplicate bridge at a club
4. When the prospect **earns** masterpoints
5. When the prospect **joins** the ACBL

A **Moment of Truth** is a decision point when the prospect chooses to continue to the next step along the path where prospects become players and members.

Imagine **you** are looking for something fun...

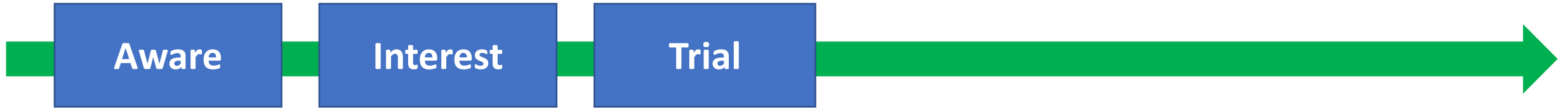
- In today's "Google" or "Amazon" world, if I find something of interest I expect:
 - To be able to **learn** more about the product or service
 - To **choose** the right product or service for me, when I want it, where I want it.
 - To **get** good value for money.
 - To know what **alternatives** are available, and
 - To **evaluate** comments and ratings from all who used it.
 - To **contact** the provider with questions about the offering.

AND I want to do it **right away!**

IMPORTANT: the motivation to try something new has a very short shelf-life

OBJECTIVES

- Match novice's learning style (Hearing / Doing / Reading; Individual / Group)
- Offer prospects choices and learning resources: local in-person and online.
- Offer learning & play opportunities – show them **FUN** every step of the way.
- Make both learning and playing **FUN**.
- Help new students and novice players meet others in their class/club. Break down social barriers based on bridge expertise.
- Use student / player feedback to improve offerings.



To create TRIAL opportunities

- Provide a complete set of **CLASSES, LEARNING RESOURCES, AND GAMES** to the Novice **at their fingertips when they have the urge to try.**
- Best information is **complete**, and matched to the Novice's physical location, schedule, and learning goals.
- Out of date, misleading, or compromised content will discourage people and create mistrust. Mistrust spreads faster than recommendations.
- A full range of offerings online and in-person is best.
- The ability to **connect** must be **immediate**, with a reply within 8-24 hours.
- The ability to **commit** must be readily available and simple to do.

The CHALLENGE

- Clubs and Teachers are small businesses. Marketing \$\$\$ unavailable.
- Clubs and Teachers are loosely coordinated and can even work against each other. They should support each other at every turn.
- Many teachers and clubs have fixed class schedules. Few can take on new beginners every week or two.
- Responses to inquiries can be slow, and offerings often require wait times that prospects find unacceptable.
- Automation (e.g. the ACBL Online Marketplace) will succeed if teachers and clubs make it work.
- New skills, tools, and business arrangements might be needed. Personal engagement is a MUST.

The CHALLENGE – Part II

- How can providers respond in a timely, engaging and flexible way?
- How can novices see the **FUN** that comes next?
- How can prospects play bridge ASAP?
- How can feedback from prospects be used to improve the experience for the next beginner?
- How can clubs offer an array of games and experiences for novices and their successful socialization with current members?
- How can the online offerings and experiences and the in-person offerings and experiences **grow each other**?
- How can proper design take the pain out of creating content for the Marketplace?
- What would incentivize teachers to work with in-person clubs?

IDEAS

- Start when the students are ready
- Offer both in-person and online learning opportunities.
- Offer social events at clubs.
- Offer individual and group learning experiences. Support self-directed learning.
- Offer Emotional Intelligence for Bridge and Active Ethics.
- Get people playing bridge ASAP.
- Encourage new students to socialize with recent students and local club players.
- Encourage students to play socially, preferably at a local club.
- Partner with local clubs for teaching games, limited games, and supervised play.
- Get them to their first Masterpoints.

Offering ACBL Membership

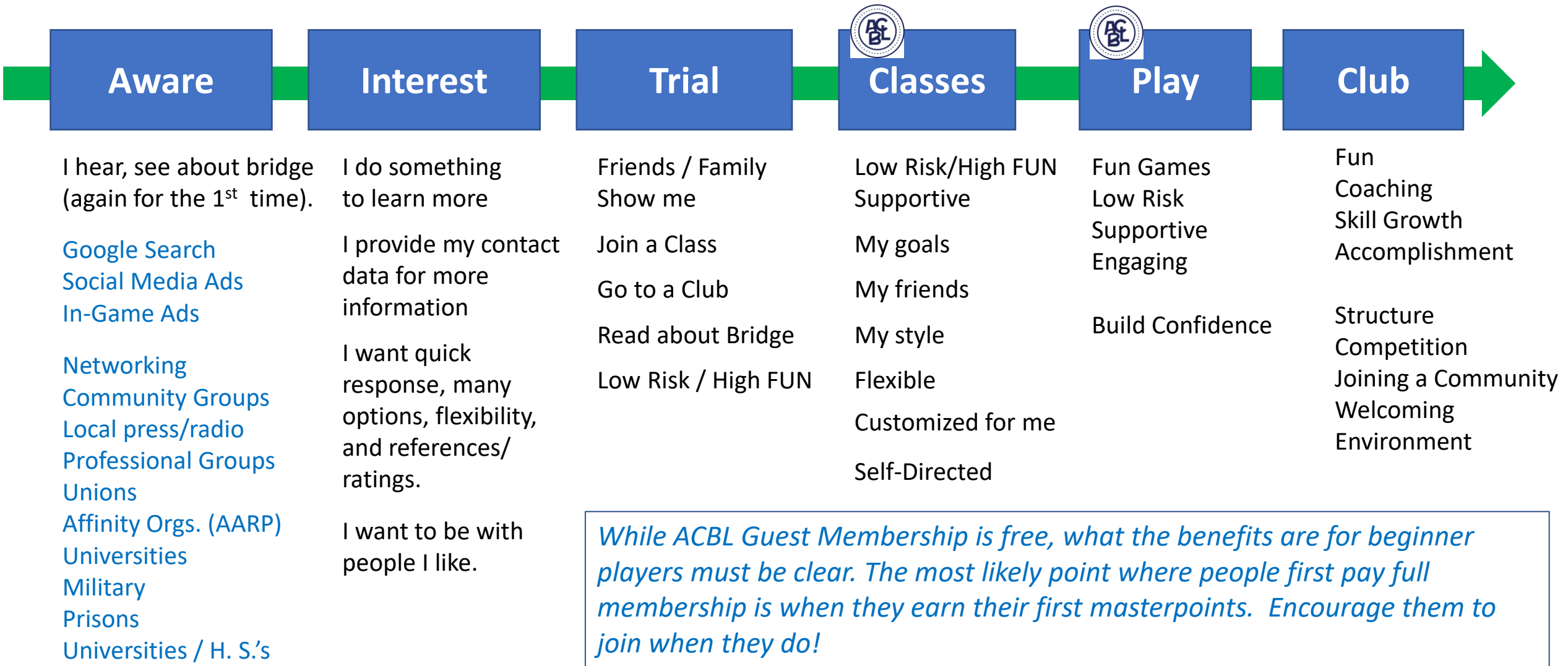
- Goldilocks Effect – too early and the prospect is unprepared. Too late and the opportunity is lost.
 - ❖ Competitive people are likely to join early.
 - ❖ People wanting to build skill and confidence might want to join later.
- All prospects/novices should join by the time they earn their first masterpoints.
- Prospects become Guest Members if they value member benefits?

TOOLS to WIN the MOMENTS of TRUTH

Moment of Truth	Tools / CBAs / Recommendations
When the prospect first hears about bridge.	Chat bots. Cookie Trackers and follow-up messages Register for more information / personal contact in your area Connect with online bridge teachers. Websites and social media accounts.
When the prospect first acts to learn how to play bridge	Beginners search, compare, evaluate online, and sign-up for in-person/online classes. Beginners see your social media. Teachers/Clubs maintain up-to-date relevant, flexible offerings that attract beginners. Teachers solicit/publish evaluations from students. Clubs share a range of games for beginners, and help socialize w/more experienced players. ACBL Guest Membership is a possibility for some.
When the prospect plays duplicate bridge at a club	All players treat novices with support, creating a welcoming environment. Repeat experiences are equally positive. Rubber Bridge / Fun Duplicate / Supervised play / Parties – No masterpoints Teaching Games / Limited games / ProAm games / Parties – Masterpoints
When the prospect earns masterpoints	Every Novice gets a membership application with their first masterpoint awards. Consider issuing club script with instructions how to join and why (WIIFM?)
When the prospect joins the ACBL	Celebrate new members monthly or quarterly with a social event/special game in-person. Offer continuing education, paid coaching, learning resources, and more, tailored to their plans. Provide a journey coach.

Member Journey

1. “Moments of Truth” at each step along the path
2. People drop out at every stage for many reasons
3. Time and Cost for each individual varies - UNKNOWN



GOAL: FUN & SOCIAL – LOW RISK

Self Improvement