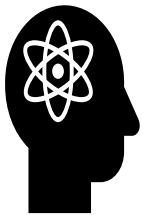


The Planning Season

By Greg Kronlund AIB

Barbershoppers should be in the planning stages **right now** for the upcoming **2-years**. Hopefully, last November you built your plans for *Singing Valentines*. If you haven't, welcome to the club. I can't count the number of times a member has come to me on February 1st and asked, "Are we doing Valentines this year"? This is a basic flaw with many of our chapters **NOT PLANNING AHEAD**. Dig out a calendar and start building a plan, NOW! Building a plan now for NEXT Valentines season will save aggravation overall. (Hint: start executing your 2023 Valentines plans in November 2022)

As VP of M/PR you need to consider things regular members do not. The M/PR Vice president needs to lead chapter members into thinking about and helping with the overall messaging of the organization. External marketing is everyone's business. VP of M/PR must also think critically and reject two basic statements: "*we've always done it this way*" and "*we've never done it that way.*" Here's a place to begin, start thinking about these four items:



- Your Chapter's Features and Benefits
- The dimensions of your current marketing – You can't think "outside the current box" until you know its dimensions.
- How is digital part of my ground game?
- Natural tie ins.... do you have them?

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