

The Feel-Felt-Found Approach

We have learned from experience that pamphlets, promotional materials, and flyers do not recruit members. People recruit members. Association Representatives and recruiters across the country have discovered that the “Feel, Felt, Found” method of recruiting is very successful and simple to master.

Here’s How it Works

If you approach a potential member with the normal opening, “I’d like to take a few minutes to tell you about the Education Association,” and are met with “I really don’t see any real reason to join,” use the following to keep the conversation going:

I know how you FEEL.

I have FELT the same way myself.

But I have FOUND that...

With this technique you will be able to customize the message for the individual you are recruiting. You also let them know that their concerns are important to you and the Association.

There are other ways to say the same thing but still use the recruiting technique, such as:

I know how you FEEL...

I know what you mean.

I understand what you’re saying.

Re-state the objection by saying:

—Do I understand you’re feeling...?

—I sense you are saying...

—It appears that you feel...

I have FELT the same...

Initially I felt...

My first impressions were...

In the beginning, I believed...

There was a time when I...

Earlier in my career I shared that view.

But, I have FOUND...

Realized

Learned

Became aware that...

As I became involved...

As I learned more about the Association...

When I examined the issue further...

As I obtained more information...