

Election Day 2012. Arm Yourself With the Facts! Location, Location, Location. October is "Sign Up a Spouse" Month. If you are having trouble reading this newsletter, view the [Web Version](#). Please do not reply to this email - contact us at [recruiter@nrahq.org](mailto:recruiter@nrahq.org) with any questions.



September 20, 2012

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## Top Recruiters

### Gun Shows

1. Dave Fitzmorris - 6,099
2. Harry Jacobs - 3,013
3. NRA Members' Council of Alameda County - 1,636

### Dealers

1. Shoot Straight - 4,136
2. Target World of PA - 594
3. Turner's Outdoorsman - 473

### Instructors

1. Ron Crouse - 780
2. Joe Holdmann - 588
3. Gunsite Academy - 444

### Clubs

1. Manhattan Wildlife - 685
2. Peconic River Sportsman's Club - 494
3. Honeywell Sportsman Club - 455

### Independent

1. Tier One Media - 3,031
2. USACarry.com - 1,724

## Election Day 2012

November 6, 2012 will mark either a great victory for freedom or prove to be the most disastrous election in the history of this country. With only 46 short days until Election Day, ask yourself, are you "ALL IN"?



Have you recruited at least 25 members so far this year? Have you asked ALL of your customers, clients, acquaintances, and friends to join or renew? If you've already hit the 25 member mark, are you continuing to pound the drum for freedom?

There has never been a more important time to build our ranks. As a NRA Recruiter, you have a direct impact on the strength of our NRA as we head into the election. What we do from now until November 6 will shape the future for generations to come. Continue to hammer home the importance of NRA membership to every person you meet. Go "ALL IN" these last few, precious weeks and make sure that every hunter, every shooter, and every gun owner will be "ALL IN" with us!

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## Arm Yourself With the Facts!

Along with every general election cycle comes plenty of inquiries from current and potential members about candidates and pending legislation. The ability to answer these types of questions accurately is essential when you are recruiting.

Get the facts! Go straight to the source for up to date information. Visit the [NRA-ILA](#) and [NRA-PVF](#) websites to stay informed on all of the issues. Use these sites as a reference so that you have the tools you need to accurately answer questions from potential members.

3. Marketshare Publications - 380

[View Complete Top Ten Lists](#)

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## Regional Gun Show News

[Northeast](#)  
[Southeast](#)  
[Central](#)  
[West](#)

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## Current Pricing

NRA Recruiter Authorized Discount Pricing for On-the-Spot Membership Sign-ups:

One-Year (\$35) - \$25  
Three-Year (\$85) - \$70  
Five-Year (\$125) - \$100  
Regular Life (\$1,000) - \$750

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## NRA In the News

[Timely articles featuring current NRA topics from across the country.](#)

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## Quick Information

[Order Recruiting Supplies](#)

[Download the Instructor PowerPoint Presentation](#)

[Download a fact sheet on NRA Success: A Legacy of Winning](#)

[NRA-ILA Fact Sheets](#)

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**Contact the NRA Recruiting Programs Department:**

[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
800-672-0004

**Order Recruiting**

Retrieving your information straight from the NRA is of the utmost importance. Recruiters are often approached by other NRA supporters asking them to display materials or information on their behalf. Please remember that as recruiters, you should only display materials at your NRA membership display that have been supplied to you from NRA! Please contact the NRA Recruiting Programs Department at (800) 672-0004 or [recruiter@nrahq.org](mailto:recruiter@nrahq.org) if you are unclear about any of the materials in your display.

Don't be caught off guard. Arm yourself with the facts today. A well-informed recruiter is a successful recruiter!

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## Location, Location, Location

It's a phrase that finds its roots with real estate; the understanding that for a business or real estate investor, geographical location is incredibly important and plays an integral role in the level of success. And while it's an old adage that has become somewhat hackneyed, there's no denying its truth and relevance across multiple applications. For NRA Recruiters, this application is defined as the "Recruiting Station".

Every successful Recruiter has a recruiting station. Simply put: it's where you conduct the membership sales transaction. Asking a customer to join without the visualization of the application, signage, and materials is not enough. They need to "see" what you are selling. The station needs to be inviting and setup at all times so the prospective member is drawn to your station long before the sales pitch has been delivered. And as the title suggests, it needs to be visible and in a high traffic area. The actual application book should be front and center with a pen opened beside the application. It's the power of suggestion that subconsciously brings the customer closer to the sale.

Here are some tips on how the location of your recruiting station and even your materials will help you sell more memberships.

**Gun Show and Event Recruiters:** Every public event has other vendors competing for the eyes, attention, and dollars of the same consumer. You must stand out from the rest. Know where your location will be before attending the event. Avoid the corners of the building and seek out high traffic areas around main traveled aisles or intersections of cross aisles. Add light to your display to attract more attention. Make sure your signage is prominent and highlight special offers, such as the FREE NRA Hat when you join. Instead of just one hat on your table, stack several rows of hats. The customer will better understand that they will take home a hat the minute they join, versus waiting for one the mail, thus creating instant gratification for their purchase.

**Storefronts:** While counter-space is often at a premium, make some room to have the table-top display and

## Supplies:

[Online](#) or call 866-672-4445

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application visible at the checkout. This sends a message to the consumer that there is one more thing to address before leaving the store, while giving you the chance to deliver the pitch when the wallet is still out. Firearm, check; ammo, check... how about your NRA membership?

**Instructors:** Set up a table with your recruiting materials in an area that is in close proximity to where you are speaking, so it may be seen the entire time you are teaching. Stack the table with multiple clipboards and applications. Make mention of the importance of joining NRA during the course and, when it comes time to deliver the actual sales pitch, have a student approach the table and pass out the clipboards to the others. That way it's already in their hands and ready to go as you deliver your sales pitch.

These are simple tips that produce results. Get creative and give some thought to the location of your recruiting station and recruiting materials, and watch your numbers increase!

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## October is "Sign Up a Spouse" Month

October is right around the corner, which means it's time for "Sign up a Spouse" month! Imagine how many additional NRA members we would have if every member signed up his or her spouse. Signing up spouses is a great way to increase your recruiting numbers without doubling your workload. And October is the perfect time to add needed muscle to the NRA, right ahead of the elections!

Getting a spouse to sign up is easy. Often, Recruiters are signing up a member and the member's spouse is standing back waiting for them to finish. When the bystander is questioned, they overwhelmingly express their support for NRA; however, they cannot be counted as an official NRA member. Here are a few simple tips to add-on a membership for the spouse:

- Another member in the household means another award-winning magazine. Many members would like to get 2 of the magazine choices and are forced to make a tough decision. By adding a spouse, they'll get an additional magazine plus strengthen NRA by one more member.
- Inform the member that if their spouse joins as well, they will double the ArmsCare<sup>®</sup> Firearm Insurance for the household.
- If cost is a factor, offer the \$10 Associate membership. This membership does not come with a magazine, but offers the same regular member benefits. *(Note: You will need to submit an application for each member.)*

Can the NRA ever have too many members? Of course not! That is why it is imperative that you embrace the spirit of "Sign up a Spouse" month and focus on strengthening NRA one member - plus one spouse - at a time!



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**National Rifle Association Recruiting Programs Department**

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