

Let's Talk About The 7-Rule

May 3, 2021 | Latest News, SCORE Articles

We're all experts on the 23-Rule, but who among us is ready for the 7-Rule?! The Rule of Seven, as it's often called, explains that a prospect will see or hear a message seven times before buying or signing up. Seven, it's a magic number!

League Page Posts in Member Services are a critical "channel" that will help us get messages out quicker and in front of more players more often—with the almighty notification to boot! Remember, notification is next level! So, whether the message is rescheduling play or a new tournament, a new player promo, or player recognition, League Page Posts are the first thing a member of your APA community sees when they log in to Member Services.

NW Dallas County APA League Operator Lori Way used the platform to announce the arrival of the Scorekeeper app and electronic scorekeeping for her players.

"I did post on other platforms as well," Lori said. "I sent out an email, text message to the Team Captains, and I put two fliers in the team packets."

[Check out the Electronic Scorekeeper post now!](#)

"I post everything I feel the players need to know or want to know on League Page Posts," Lori said. These posts include tournament announcements, new sessions, weather updates and more. "I use the League Page Posts more than fliers now. If players have notifications turned on, they are notified immediately."

What are the best ways to reach existing players and get to magic number seven?

Ranked, from easiest to hardest...most impactful to least so...okay, you get the point:

1. League Page Posts through Member Services. You can copy/paste this info to other platforms.
2. A message on weekly scoresheets/Scorekeeper electronic scoring app
3. Facebook/Social Media posts
4. Emails through Constant Contact
5. A NewsManager article on the League website
6. Text Messages
7. Paper fliers in team packets
8. Conversations, in person or over the phone

"[League Page Posts] are a great tool for getting information out to your players," Lori explained. "It's not hard to find, and the information is much easier to look up than trying to dig through an old Facebook post."

If you haven't used League Page Posts yet, try it today! Check out our article about how to make a post, and talk with your Consultant for ideas on what to share. Unlike real life, there's no such thing as oversharing on the League Page Posts!

"I can't think of a reason why anyone wouldn't use it," Lori said. "I must say, I was a little intimidated by it at first, but it's easy to use and my players seem to love it."

Share your League Page Post feedback and success stories with your Consultant, so we can pass along feedback to the APA Tech Team, share with the APA Network, and support each other in our pursuit of magic number seven! But, if you do nothing else, add League Page Posts to your marketing mix *right now...today...do it, pretty please!* You'll thank us later.

[Omitted]