

Registration: Best-Practice One-Pager

You want your registration to be **as short as possible**, whilst still capturing the **key information you need to verify alumni** and **effectively communicate with them**.

Questions to ask before starting:

- ➔ What information do you need to verify? (Name / office location / job title / year left?)
- ➔ What information is useful for you to know? (current job title / current company / current industry?)

Focus on only capturing useful information...

It might be tempting to go into detail, but remember: **the more you ask, the higher your registration drop-off rate will be**. Are you really going to have enough content to target increasingly niche segments, or is a general view adequate?

... but also make sure you have enough!

Unfortunately, the opposite is also true – you might only ask for the minimum, but then find you have a network full of people you don't know enough about to add value for.

There's no exact science, but you need to strike a balance between the two.

Tips:

- ➔ Add text at the start to tell people how long the form will take to help completion rates.
- ➔ Limit yourself to a maximum of 10 questions
- ➔ Checkboxes to capture explicit information about who is interested in rejoining the organization, or who might want to do business with you, create valuable segments without being off-putting:
 - ☒ I'm interested in rejoining the firm
 - ☐ I'm interested in mentoring others
- ➔ It is easier to add questions to registration at a later date than to take them away

Avoid:

- ➔ Open text boxes like profile summaries that put people off (you can include these after they've logged in)
- ➔ Hard to remember details such as employee ID numbers or specific leaving dates (year/month should be enough)
- ➔ Sensitive questions such as gender / ethnic background / etc. - an anonymous annual survey is a more effective approach to understanding your demographics