

For the Website:

January 2010

“Making the Most of your WRN Membership”

Available on Website as PDF – Go Green!”

2010 New Meeting Itinerary

- 2nd wed of each month (only once a month like our other favorite thing!)
- 11:30-1:30
- Networking 11:30-11:45
- Lunch Served 11:45 - 12
- WRN Intro/Business 12-12:15/20
- Sponsor 5 minutes 12:15/20-12:20/25
- Speaker 12:20/12:25-12:40/12:45
- 30 second 12:40 /12:45- ?
- End 1:30

Luncheon Tools for You to build relationships & grow your business

- **Ambassadors**
 - To help introduce you to others & best practices of group. Look for Member name badges & introduce yourself.
 - Also great to BE an ambassador, gets you out there to meet everyone.
- **Have Several 30 second commercials**
 - Seasonal
 - Can't Cover Everything in 30 seconds
 - Be focused on ONE thing
 - Teach who you are LOOKING FOR
 - Remember, you are not here to sell to the others in the room. You are here to build a NETWORK of people to send others to you.
- **PRACTICE your 30 second commercials**
 - Make them 30 seconds or LESS!
 - Pretend you PAID big for this AD. How much is this 30 seconds costing you? You scheduled the time, you drove here, you paid for lunch....make it worth your time!
 - Timer monitors walking around room- to keep everyone on track
 - Don't Talk after your time is up – be respectful to everyone.
 - If people remember you because you spoke out of turn it WON'T be the way you want to be remembered!

Example of a good 30 second commercial

“Hi I'm Chrissy Callahan of Chrissy's Catering. I provide delightful cuisine to make your event simple for you & spectacular for your guests. I'm looking for people who are planning their spring events; weddings, graduations, confirmation/communion parties & the like. Again, I'm Chrissy Callahan of Chrissy Catering.”

- **Be a Lunch Sponsor**
 - \$100 cost
 - Tax-Write off
 - Giving to the scholarship fund
 - 5 full minutes to make it clear to everyone who you are, what you do and who is your perfect customer/client.
- **Be a Speaker**
 - Make yourself an expert
 - Can not sell, but can show you degree of knowledge on a topic
 - Helps others connect to you.

"To-Do's of Successful Networking"

Things to continue outside the luncheon

- **Schedule It In**
 - If "networking" is going to be a method of marketing – treat it as work. Schedule it in and WORK IT!
 - Come Consistently! By nature "networking" is not immediate gratification (all the time) but it will surely not be if you don't commit the time necessary to build it. This is "relationship" building. Knowledge & trust are not built in 30 second speeches or lunches once a month.
 - Be there on time/early – stay till the end (over if you can)
- **Talk to people you don't know**
 - Sit with people you don't know
 - Be brief in your intro
 - You want to talk about THEM! Don't worry about what you'll say, just have them talking about themselves.
 - Let this make it easy for those of you who have a hard time with "shyness" or "talking to strangers"
 - Listen more than you talk
 - Ask leading questions
 - You will be remembered more the less you talk!
- **Introduce people who don't know each other**
 - Make yourself a resource and others will come to you!
 - "Matchmaker!"
- **LISTEN to everyone's 30 sec-commercial**
 - Write down who you want to talk to
 - Can you help send others to their business
 - Can they help send others to you?
 - Can you work together?
 - Think about strategic alliances & who you can "package-services" with, cross-marketing. (ie. Realtor, interior designer, architect. OR marketing consultant, graphic designer & printer)
 - Write down who you can refer on provided **REFERRAL SLIPS**
 - Do you know someone looking for them
 - Do you know other businesses that could cross-market with them

- **Engage with others OUTSIDE the Luncheon**
 - Learn during the 30 second commercials who you want to do business with
 - Contact them to meet OUTSIDE the Luncheon to discuss each others businesses and how you can help each other grow.
 - Follow up with people outside the luncheon that you have cool conversations with.
 - Stay in touch – ask if you can add them to your newsletter/marketing efforts
 - Add them to your TRIBE! ☺ (Lingo = FB, twitter, linked in, etc.)
 - Entire world is your fan! Following you & telling everyone about there. That’s the point!
- **Be Prepared**
 - Come with professional biz card/brochure etc
 - Have your website up-to-date
 - All about 1st impression. Not just what you wear to the luncheon...but a step further is when people view your materials (the card you hand them, the website they visit)
- **Give Recognition**
 - Tell everyone when someone refers you
 - Tell everyone when someone does something good, cool, different
 - The more you put out the more you get back
 - Fill out recognition form for newsletter/website (On the Table & website)
- **Get Involved!**
 - Make yourself more visible
 - Host a biz card exchange
 - WRN basically helps you promote it, you put it all together.
 - Join a committee
 - Work closely with more members
 - For Instance
 - Outreach
 - Social
 - Halloween Fundraiser Party
 - Just to name a few...
 - Increase “Networking Karma” ☺
 - What you put in you will get out
 - Not necessarily right away – but it will happen!
 - Networking is a time investment & relationship building venture
- **Attend Events (WRN & those of other members)**
 - Supporting each other & getting together in another environment are other great ways to learn more and thus find out more about who can help us grow and vice versa.
- **Utilize the other promotional materials available through the group**
 - Directory
 - Website (news page)
 - Advertising
 - Post News about business

Recommendation:

Not only to get out there to the meetings, but get more involved and take advantage of everything WRN & Networking world has to offer.

By being "ON PURPOSE" & focusing on networking you will create major return on your time investment and take your business to new heights!

"Get out there, Connect & Grow"