

Bylaws, Mission, & Guidelines

Our networking organization exists for the purpose of helping each other grow our businesses through the referral process.

We will limit membership to one business per profession in order to avoid any conflict of interest.

We will promise to provide our services or deliver our products with the highest ethical standards possible.

We agree that we will attend meetings as they are scheduled. If we are unable to attend, we may send a qualified substitute in our place. We further agree that should we miss more than 3 meetings in succession or more than 6 in any 6-month period, our position will be subject to replacement with another person in our profession. We agree to notify the president or membership chairperson of our absence within a week of the missed meeting. Should an issue arise necessitating an extended absence, the member will be able to request a leave of absence to the membership committee and be based on a legitimate conflict or medical necessity.

Dues of **\$50.00** are to be paid quarterly, in advance, and will cover the weekly charge for the breakfast and meeting place. Checks will be made out to: **Rock Coast Networkers**. Any additional expenses will be shared equally by the membership and paid through a special assessment which may occur from time to time, and will cover such expenses as web site hosting and the purchase of necessary materials.

The organization of the group will consist of a president, secretary/treasurer, and membership chairperson. The term of office can be 6 months or 1 year, to be decided upon by the membership. The president will be responsible for running the meetings. The secretary/treasurer will be responsible for collecting the food money and paying the host/hostess. The membership chairperson will appoint 2-3 other members to serve on the membership committee to determine membership qualifications and to adjudicate disputes.

It will be the responsibility of the existing member to determine if a potential member is in conflict with their profession and bring it to the attention of the membership chairperson. Existing members in good standing will have veto power over the addition of new members who in fact are in conflict with their profession.

Meetings will start at 7:30AM and end promptly at 8:30 AM one day per week as agreed upon by the membership. Members will have 60 seconds to tell their “elevator speech” about his or her profession.

We will have a 15-minute presentation weekly, by a member, to give them a chance to go into more depth in describing their services. Alternatively, once a month, we could invite someone from the outside to be a guest speaker on a topic that will be of interest to the group.

The final 15 minutes of the meeting will be dedicated to passing referrals between members, or sharing “good news” testimonials.

I agree to abide by these bylaws and principles:

Signature

Printed name

Date

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Application for Membership

Date_____

Name_____

Business Name_____

Business Type_____

Birthday (Mo/Day) _____ Bus. Anniversary (Mo/Yr)_____

Address_____

City_____ Zip_____

E-mail_____

Work Ph_____ Home Ph_____ Cell Ph_____

Can you bring referrals to this group? Describe the sphere of your normal contacts.

Please provide two business references:

Name_____ Name_____

Phone_____ Phone_____

E-mail_____ E-mail_____

Business_____ Business_____

I hereby apply for membership in the Rock Coast Networkers group. I understand that regular, weekly attendance is very important for the benefit of the group and for myself. I will adhere to the highest business ethics in dealing with my customers, clients, and members of the group.

Signature



Anatomy of a 60-Second Commercial

A good 60-second commercial consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with Rock Coast Networkers! Think of this every time you speak: Visualize that your best client is here listening today! Use this worksheet to develop a highly effective and memorable commercial! WOW us!

Section 1: Introduction (18 seconds) - Educate

Name: _____

Position & Company Name: _____

Overview of your products and services, including:

1. _____

2. _____

3. _____

What type of business or clients do you currently have?

Section 2: Tell a Story (20 seconds) - Differentiate

What makes you different from your competition? Tell us why we want to use you!

Share a specific, recent story that exemplifies what makes you different...

Section 3: Ask for the Business (10 seconds) - Motivate

A good referral for me is (be very specific)...

Section 4: Call to Action (5 seconds) - Motivate

"So if you see/hear/know of _____, please give her/him my card." Tell us exactly who or what you're looking for to help your business!

Section 5: Memory Hook (7 seconds) - Motivate

My Memory Hook is _____

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SPEAKER BIO

Our speaker today is _____ with _____

He/she has been in Maine since _____ and in this industry since _____

A work related award or achievement _____

Past work experience that comes in handy in this position include _____

His/her family consists of (including animals) _____

He/she likes to (hobbies) _____

He/she is involved with (civic, social, educational groups) _____

The last book read or movie seen was (circle one) _____

A business related quote that motivates or inspires him/her is: _____

A mentor, role model, or hero (circle one) _____

The lesson learned from them is _____

The target market he/she will be teaching us how to make referrals is:

Please welcome (name) _____!!!!!!

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Effective Member 10 Minute Presentations

Each week we spotlight a member who will give a 10 minute presentations about his/her business. Follow these guidelines to make the best use of this valuable time to *educate and motivate* the other members about who you would like them to introduce to you:

Remember... we are not here to sell to the group or teach the processes and procedures we know, but to educate & motivate them to *bring business to us*. Review your target markets and business goals to determine a topic. **WHO, WHAT, & WHY**

- Talk about how they might help you expand a new area of your business and who they can introduce you to.
- Review industry trends or teach them how to identify bad examples of articles or ads that they can point out to others – sharing the added value that you provide.
- Clarify myths about your industry or profession. How do they open conversations & overcome objections?
- Write down what you want to say, rehearse it, practice it in front of a mirror, and time yourself.
- This presentation should reflect your business GOALS. Your one minute that week should match the 10 minute.
- If you have display materials, be sure they are set up ahead of time. If you have handouts that follow your presentation – ask a couple people to assist you to hand them out. If you have handouts that are NOT the presentation – hand them out while telling the members how to use this to help you... “Marching Orders or Call to Action”... hand out items NOT covered at the end so they are listening instead of reading the material

It is the responsibility of the person giving the 10 minute presentation to bring a door prize, something of value between \$20-25. Bring something that is a reflection of you and your business. Don't give a \$20 dollar bill or one of the mugs that you would give a client as a marketing piece. Give your door prize some thought.

Example of a Possible Anatomy of a 10 Minute Presentation

- 1-2 minutes about yourself (education, credentials, experience in field). CREDIBILITY
- 1-2 minutes about the company (where business is conducted, unique services, hot products, how the company is innovative).
- Tell a short story about a client who had a problem and how you solved the problem. Describe what type of company it was and the type of industry that the company is in. *What was the problem? How did you solve it? What was the end result?*
- Consider discussing industry myths and some benefits of your service (1 minute).
- Most importantly, give members a **‘Phrase that Pays’** to listen for that will alert them to a potential referral standing nearby. Give examples of referrals you are seeking

Here are some suggestions:

- Several weeks prior to your scheduled Presentation, identify the demographics of who you would like to hear your presentation. Invite them and ask the chapter to do the same in a Sales Manager Minute.
- Provide the group a handout listing the types of referrals you are looking for...where do you find business? Ask the members of your group to do the same.
- Offer one or two questions that the members of your chapter can ask their clients/contacts that might bring you referrals.

The more specific you are in asking for referrals, the better your sales team can find you referrals.