

BRUCE NEWMEDIA'S

# READY REFERRALS OFFLINE SYSTEM



**Questions? Just Email: [support@offlineadvance.com](mailto:support@offlineadvance.com)**

*Bruce's Ready Referrals System.*

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*24 Years in Offline Consulting*

## **Introduction**

**Welcome!**

So, what's this all about? To get right to the point I'm going to show you a way to get a ton of offline local leads and appointments...which if you have even a minimal amount of presenting skills, you'll sign up deals and earn great fees from these deals...*and you'll not be making cold calls at all.*

Sounds pretty simple, right? It is, but I'm not saying it's without some work. It will take a short amount of time to set up and your ambition will determine how far you go with this.

**But I'll tell you right now, for many offline consultants this can be your best way to get your business going ...or expand your business.**

You literally can leap ahead of other offliners who are still banking exclusively on traditional methods to capture leads.

While these 'other' methods work, portions of the market have become more resistant to them because they've heard the pitch a thousand times already. As an example, Cold Calling is often so difficult because it's been so overdone on so many businesses it's declined in effectiveness.

On the other hand, *Ready Referrals* is extremely powerful, and referral networking groups provide the fastest way of jump starting

your referrals campaign...and building a large income in offline marketing. And yes, I'm talking about a 6 figure income.

Of course, with anything, there is a right and a wrong way to approach it. Using referral groups for marketing is not cut and dry.

If you go about it the wrong way, referral groups can be costly and time consuming and probably won't provide the good clients you're looking for.

This manual can prevent you from investing in a networking group and realizing a year later you have nothing to show for it. I know that can happen, as it happened to a friend of mine and soured him on this whole approach. It's too bad, as had he been in the right group, he would have made killing!

Make no mistake: Knowing a lot of people is NOT enough. You have to know the right people and be viewed in the right light. Your business posture and the groups qualifications are both important. That's what makes such a big difference.

## **Referral Marketing Defined**

### Why This Works...

Referral marketing organizations (sometimes called 'Lead Groups') are generally defined as groups of business owners who meet for a couple objectives.

They need to grow their business and are motivated enough to that they invest time and money every week to do so... another words, this isn't a game to them, or something to kill time. Most are taking time away from their business just to attend these meetings.

Even better, no doubt they each have friends and relatives who own or manage businesses, locally or outside the area.

So, in practical terms, each of the people who invited themselves to attend your presentation meeting are like little ‘Ambassadors of Goodwill’ for you and your firm. When you meet them, you're in effect, talking to their hundreds of contacts, associates, friends, employees and more.

These people are all there for one reason: Reciprocity. That’s the glue that holds these referral organizations together.

You're not expecting something for nothing....and neither are they. The old expression “You scratch my back and I’ll scratch yours”, is fully implemented in these organizations.

So, the club-like member atmosphere works to your advantage.

The more often they see and interact with you, the more you’ll not be perceived as someone just selling to them or pitching them.

Instead, you’re more likely to be elevated in their mind and opinion as someone who is a friend or at least an acquaintance, with the trust that implies.

You’ll find the referral groups emphasize and reinforce that everyone in the group support members whenever possible.

The message is to help each other, and only go outside the group if there isn’t a provider member for a particular service you need or they need. In most groups this is specifically spelled out in the membership agreement.

I can tell you, for a good marketing consultant it can turn into a gold mine, because the number of services you can fill keeps expanding.

For a marketing consultant, everything you do brings more positive results to their bottom line. You'll find clients will usually rehire you regularly since they just don't want to seek out someone else. YOU will be their best and most important investment.

Remember this: **The more you directly affect their bottom line, the more in-demand you will be.**

I found that the being a marketing advisor, I always got more attention than most of the other business members.

*A quick example: In one of the first organizations I joined there was a woman who was a "Health and Wellness" Consultant. She had some impressive credentials, was well spoken and worked the room quite well. But to my knowledge, she found getting clients there very difficult. In fact, at one meeting she asked me to help her market her practice! Lol.*

## The 7 Step Process



1. Referral Groups Search/Chamber Of Commerce
2. Referral Group Criteria/B2B Emphasis
3. The Trial Visit.
4. The Elevator Speech.
5. Mistakes To Avoid.
6. The Follow Up -Securing Agreements.
7. BONUS: Becoming a Group Speaker to explode your income.

You're going to expand your sphere of influence so you can close new clients *almost* whenever you want. I know that's a big claim, but once you have this system in place, it's starts to get automatic. You may even be able to drop other forms of prospecting.

Prospecting referral groups should be known as the "Income Multiplier" ...it's that powerful.

## **The Downside?**

I actually hesitated putting this manual together because I knew some offliners might be turned off by the face to face contact in this method. But it seemed important to tell you the way it really is and not paint a BS story like some of the wso's I see.

I know there are some consultants who get uncomfortable with the thought of meeting business people in a group setting.

All throughout this training I'm going to be working to remove any fears from your mind. In fact, one of the first things I'll point out is that almost everyone else in these groups and organizations is a little shy themselves!

Believe me, very few are accomplished speakers or business presenters. They are attending for the same reason you are, and they are rarely unkind or judgmental.

And , if trying something new makes you a bit uncomfortable it's probably well worth it. Here's why:

You can probably invest two hours next week at a meeting to collect \$35,000 over the next 24 months? ...maybe even sooner?

It's not a fiction, it's happened to me and to consultants I know.

Say, for the sake of discussion, your average local client is worth only \$500/month to you and you're talking to a room full of 25 business owners and managers.

If only 3 businesses become your clients, (that's barely over 10%) you're looking at \$1500 a month times 12 months. That is already \$18,000 for the year.

What if you did that in more than one referral organization and just *every other month*? I think you'd agree that's not a huge commitment to prospecting, right?...and as you'll see, it's much easier than cold call prospecting.

Do you see how quickly this type of client acquisition can balloon your business? *In fact, just two more meetings all year with the same signup rate would be bring you over \$50,000 in fees in the first 12 months!*

Depending on your offline focus, your average client might pay your higher fees....so these example figures for many *understate* what's possible and likely.

This is what I've learned over almost 24 years as local business advisor:

**Referrals are the single best way to grow your business. Period.**

What you have in your hands is an extremely lucrative business model and life-style, so give it a chance.

## **Will I Have To Talk To Them?**



You maybe sitting there thinking, “*Will I have to speak to them? Will I have to make... a speech...in front of an audience?*”

Yes you're going to have to speak to these business people...if you're realistic you understand that's a necessary part.

If you're already in business as a consultant, then you know you are speaking to people/clients every time you're in a client presentation/discussion with a potential client.

Many offline consultants I know got interested in offline marketing to local businesses after trying online marketing and not getting very far. They liked everything about online except they were making no money (which of course, is a big negative).

In Offline Marketing, many finally started generating income, but they found they had to talk to business people...which isn't bad at all once you understand the numbers.

*The efficiency of this method is unrivaled.*

Here's a question for you:

Which scenario has the potential to bring you the most income? Sitting down with a single client and discussing their business, or speaking with 15 or 20+ clients and talking about their businesses all at once?

Plus you benefit enormously from the social proof of the group – and you elevate your own positioning just by being there. Even though you might be nervous, I can tell you, others are actually impressed with how brave you are!

The talk you'll give is more like speaking from notes about what you already do, and you should know that already, since it's all about your own business. You'll see shortly how easy it is. I've trained total introverts to do this kind of thing so I know you can do it, (if you really want to).

**Finding The Right Group**



So, the first step is to find the right group or groups to join. And there are a lot of ways to find referral marketing groups.

You can do this by 3 basic ways:

### **1. Internet Search**

### **2. Local Offline Search**

### **3. By Referral/Recommendation\***

\*The first group I ever joined was not due to my ambition at all. I was friends with a local newspaper publisher. She accepted the presidency of the Chamber of Commerce in a town near where I lived.

Since we talked quite often, she immediately mentioned I should join and she would sponsor me, etc. She actually had to push me as I was hesitant to do so, for many reasons. I thought it would take too much time (wrong) and I would be bored with it (wrong), I would not getting any clients or only penny pincher clients (wrong) and it would cost money (right).

She emphasized to me that a marketing consultant, particularly one that employed internet marketing techniques, would be very popular and get clients easier than most.

As I mention above, all my apprehension were wrong and even the cost was reasonable. It was worth it, in the case of the Chamber, just to get a copy of the membership list.

The biggest ‘worth it’ reason was I got a lot of clients. My credibility went sky-high and realized I owed my publisher friend a big thank you.



## **Will I Be Denied?**

While it can happen, I would not be concerned about being denied membership. (Particularly in the Chamber Of Commerce, where no one is denied, expect perhaps a less than reputable ‘adult business’) In fact, Chamber memberships have declined over the last few years due to the long recession and are only now growing again, so they welcome members.

For Private Referral Groups, the only reason would be if there is another member applicant in the same specialty as you and already a member. But sometimes this not so hard and fast a rule, at least that’s what I’ve found.

For consultants like us, we may be able to ‘frame’ what we do differently and be accepted. Sometimes you can join under a secondary category with some restrictions as to what services you can promote.

And, should your preferred category (marketing consultant or internet marketer) become available you may be able to transfer to that category.

Another example of this: There were two attorneys in our group, one representing business law and the other representing family law. Both attorneys may handle both areas in their practice, but within the referral group they only represent their category of specialty.

By comparison, it’s much harder for a more conventional brick and mortar business to be admitted if a similar one already has joined.

For instance if an art gallery owner was already a member of the group and you were a gallery owner too, it would present a problem. It would be much harder to present a gallery as ‘different’ enough to be included.

## **How To Search Groups Online**

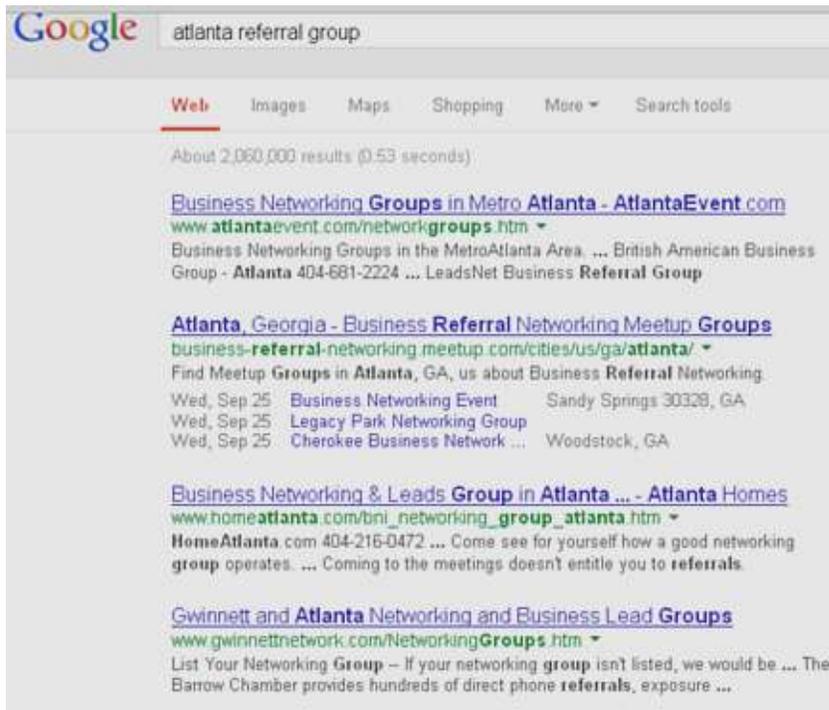
The #1 tool for searching referral groups is Google and Yahoo, no surprise.

You can start with a simple search like:

**[your town + referral group or networking group]**

For now, go to Google or Bing and do the basic search.

Finding the right group can make a big difference in your income, so we'll want to complete our research and not just join the first group we find. (Some groups will be a waste of time, in my experience.)



And then we can drill down deeper into a listing and get this result:

### **Business Networking Groups In and Around the Metro Atlanta Area**

If your organization is not listed, click [here](#) to list it.  
Please report errors on links on page [here](#)

Click on the name of the independent Networking Group you are interested in to visit their site.

[ABWA Gwinnett Charter Chapter](#)  
[Contact by Email](#)

[Ali Lassen's Leads Club](#)  
[Contact By email](#)  
404-255-7305

[All About Business Networking Group for Women Entrepreneurs](#)  
770-912-1974  
allaboutbusiness06@yahoo.com

[American Business Network](#)  
[Email](#)  
678-368-7679

[American Business Women's Association \(ABWA\) Atlanta Council](#)

[American Marketing Association Atlanta Chapter](#)  
mary.stenmark@msnbc.com  
678-773-2849  
Norcross, GA 30093

[Atlanta Business Alliance](#)  
Pierre Levy  
Phone: (404) 660-6061  
[Contact by Email](#)

[Atlanta CEO Council](#)

The above screen capture is actually many pages long... but also this is from a major city like Atlanta, so smaller markets won't have so many choices.

Then further searching to individual websites like this:



The Cha

### Membership Openings

- Advertising Agency —
- Air Conditioning & Heating
- Alternate Financing / Factoring
- Answering Service
- Attorney - Corporate
- Attorney - Family Law
- Audio / Visual Company
- Auto - Repair / Service
- Business Broker
- Business Consultant - CFO Services —
- Business Consultant - Expense Reduction Analysts —
- Catering
- Chiropractor



This may surprise you, but local Chambers of Commerce are still relevant despite advancements in technology and online networking.

Members get numerous promotional perks, exclusive advertising and networking opportunities, and additional exposure for their companies or organizations.

When I originally joined the Chamber, I did it mainly because of having access to their mailing list (data base). I knew that the Chamber also referred appropriate business prospects to members only.

It's worth mentioning just a few of the ways you can use that data base:

- Email marketing.
- Direct postal mail marketing.
- Company Research
- Businessperson Research
- Phone marketing
- Event marketing

What I came to realize later, is the awesome networking events that yielded great clients, without the cold-calling type of prospecting. I've attended countless chamber mixers, ribbon cuttings, business expos, fundraisers, etc.

*In my opinion, It's these face-to-face opportunities that set networking groups, like the Chamber, apart from newer online resources.*

Also, the local Chamber of Commerce can easily refer you to another group that may be more specialized. The Chamber might on the surface seem like competitors of other organizations, but that's not the case in most instances.

For the Chambers Of Commerce, the best approach is to visit their office directly. While you could go online and fill out their membership stuff, I wouldn't. Remember, we are about making contacts and building relationships – right from the start.

Ask for the most senior person available. Try to talk to more than just a receptionist or similar staff person.

Let them know you are interested in expanding your business, plan to join the Chamber as well as one other local group. Ask for a recommendation, or suggestions based on your own consulting specialty. Get all the Chamber literature, meetings schedules, and mailing list. (very important).

I've found them to be very helpful as they don't get that many visitors. They will usually tell you who's prominent in the Chamber and who has the best reputation, and who is the most involved in the Chamber, and who was the Past President, etc

More On Chambers-  
For Those On A Tight Budget.

## 1. Attend Mixers

Chambers often have networking events that they call “mixers”, every month. Visitors (non-members) can either attend for free for the first time, or pay a small fee.

- **Attend for Free** – If this is your first time attending one of their mixers, you should call them and let them know that you are evaluating their membership, and you’ll probably get free admission.
- **Be Selective About Location** –. If you are going to pay a one-time fee to attend a mixer, choose one of the mixers that will be at a popular upscale location. Brewpubs, country clubs, hotels and restaurants usually draw a large crowd.
- **Limit Your Visits** – Why? Because it’s not uncommon to start seeing the same people over and over at these events. This is one of the primary downsides of chamber membership; once the pond is fished, you won’t get a lot of bites.

## 2. Attend Chamber Trade Shows

Chambers typically work closely with local event venues and hotels, and they use those relationships to have events where they can sell booths. Don’t purchase a booth or tabletop – Save your money and attend for free instead.

You will get the same benefits. As a Marketing Consultant, meeting and spending some time with the exhibitors is perfect for us. It’s like fishing in a small pond stocked with hungry trout!

Here’s my suggestions:

- **Be easy to identify** – Make sure you wear a name badge and hand out cards or even consider small giveaways, like pens or

- notepads...these are really just an ice breaker and an excuse to say hello and have a conversation.
- **Market to the exhibitors** –Businesses that have booths are stuck there. You can walk up, ask them questions, hand them your card, and have a conversation. This can lead to more business for you and it is free.
  - **Get the exhibitor list** – Usually there is a handout with the exhibitor list. If the exhibitors are spending money with a booth, perhaps they can spend money with you. This helps you find the better businesses in your area to market to.
  - **Partner with an exhibitor for giveaways** – (I've seen businesses do this) See who is purchasing booths and see if they will allow you to do a giveaway from their booth. Give them a fish bowl for business cards, and a small gift. If they agree, you'll be getting attendee data and you didn't even buy a booth. You also offer to scan the cards and share the data with the booth owner.
  - **Group Buys** – If you do want to purchase a booth at the show, consider sharing a booth with another company, and splitting the cost. Check the rules with the chamber to see if this is allowed. It usually is. That will cut the booth cost in half.
  - **Be a speaker** at the event\* See The Bonus Chapter.

Avoid doing business with the chamber as a client.

Some business owners feel that if they can be a provider to the Chamber Of Commerce, this will lead to a lot of referrals and new business for them. It may, but there are problems with this:

- **Client issues become MUCH bigger, even if they are not your fault** – If anything goes wrong, they will tell THEIR

- ENTIRE MEMBERSHIP. This can make a small problem much, much worse for you if you are their vendor.
- **You are very replaceable** – if you are a vendor to the chamber, chances are that there are other chamber members in your industry that resent the fact that their membership dues are being spent with you.
  - **Chamber relationships expire** – One thing you have to keep in mind is that the board of directors for the chamber is re-elected each year or so. So each year, you are an election year away from losing the chamber as a client.
  - **There's Plenty Of Better Clients** – Especially for a marketing consultant, there are much better opportunities with less risk of reputation damage. I noticed many technical type businesses love to get involved with the Chambers, helping them and all, but then privately complain it was more work than it was worth.

## How We Assess The Groups

Finding a good group to join is where the real detective work comes in. You should be looking for a good fit, obviously, but not in the traditional way.

## The Referral Group Success Criteria



*In my experience all referral groups attempt to present themselves as the best opportunity to network. But really, once you explore a little deeper, you'll often see big differences. In general, I found groups were either rising in popularity or going downhill....and smaller groups often depend on the zeal and organizing of just one person.*

### Criteria We Need To Know:

1. Membership Requirements?
2. Required Attendance?
3. Referral Policies?
4. Costs and Any Penalties?
5. B2B Opportunities Likely?
6. Growing Or Stagnant Membership?
7. Marketing or Internet Consultant Opening?

Some of these questions may only be answered after we meet with the chapter president or an active member. For me, they serve more as a form of elimination, than anything. Also, if there are very few referral groups in your area, you're going to need to be more flexible.

After you narrow your list to the top two or three candidates you'll consider joining, next we need to make contact.

### **How To Make Contact**



**FIRST CONTACT**

Now comes the fun part!

From your list of potentials, let's start with the best one. The business referral group you feel looks the best for your situation...allowing that you still have some unanswered questions.

The referral group's president should have a local business where you can contact him. I'd recommend calling him/her up.

Introduce yourself as a local business owner who is thinking about joining the referral group. Tell him/her you've already done some research on the group, but you still have a few questions.

Explain you're a local marketing consultant and just ask if there is another marketer in the group, and if so, what their specialty is.

*I would advise you not to define your own specialty yet.*

As I mentioned earlier, it's pretty easy to adjust your specialty so it doesn't overlap with an existing member. (*See the Will I Be Denied, portion in this course*)

For example, if the president says they already have a marketing consultant who specializes in Mobile Marketing (more and more of these now) you reply that you specialize in "Lead Generation" for local businesses with no particular *specialization* in Mobile.

This way, if you do offer mobile at some point to a referral group member, you won't be lying.

By you bringing this up first, and not waiting to be asked, it will help you control the conversation. I would also review some of the information about the group you've already found, just to be sure it still is valid. Presuming it's all good, next, ask for a brief meeting.

I want to meet the Referral Group President OR a prominent member. If the President can't see me, I'll ask, "Who else is well-respected in the group I could meet with?"

If the president is too busy, he/she will usually refer you to an experienced and well-regarded member. That's fine, all we are looking for is an early endorsement and to build our own credibility.

This is what happened to me and why it's so powerful.

You remember earlier I told you about my friend the newspaper publisher, and how she was installed as President of the Chamber?

Imagine how effective it was to have her introduce me at the first meeting and rave about how effective my marketing was! She knew this from personal experience of course, but it caused practically a stampede to me after the meeting – something I really did not expect.

In every group there are 'movers and shakers' and if you can get an early endorsement or introduction from one of them it's powerful.

I promise you, very few new members think of this strategy. They join and their first few meetings, they are regarded as just another member. You should try adding this extra step, because it's worth it.

## **The First Meeting**



The easiest way to describe this meeting is to say this is your first opportunity to use your “Elevator Speech”...but it’s really just a longer version of the Elevator Speech.

Whats’ an Elevator Speech? It’s a short punchy description of what you do and how it benefits your clients.

In preparing for this first meeting here’s a couple of things you should do:

1. Put together a longer version of the Elevator Speech mentioned above. The whole thing should run 1 to 2 minutes. That’s all you need. An Elevator Speech would typically be 5 to 10 seconds to give you a comparison.

The key to this is to think, “Benefits” not some little speech all about you. How do members benefit from knowing you and what do you do that is unique?

2. Practice it so you're comfortable with it. Here's an example you could use as a template for your brief introduction:

“Hello, I’m [Name] and I’m happy to be here. My marketing practice helps small and mid-size [city name] businesses turn their website visitors into paying, repeat customers”.

“We do this by exploiting online videos so they rank highly in the search engines...this drives traffic to your website where we collect prospect names and build a list.”

“Then we regularly contact that list with information and attractive offers that promotes more sales in your store locations.”

You really don't have to make a big production out of it. Just focus on the group's members and what they all want. I've heard new members and regulars deliver pretty unexciting messages and still get business from it.

Next, check the Club rules, but you'll typically be allowed to leave a flyer or information sheet with each member. Yes, business cards are exchanged as well, but you really should get a good flyer designed for passouts. I would urge you to make the flyer an “Information Type” flyer not a blatant sales pitch. Education and information go along way with these type of groups.

## How To Work A Meeting

*Get there early and be dressed appropriately....I guess that's obvious, right?*

Here's the # trick or technique for working these pre-meetings (or any socializing before the formal meeting, for that manner):

### Don't Sell.

Especially before the meeting starts, your job is to be interested in others and do it in a sincere way.

You've probably heard this for years, but it's a powerful way to get others to notice and to like you....try and circulate around and at least meet everyone. The best way to start these conversations is to:

### Ask them about themselves!

Questions like:

“What business are you in?”...”How Long”

“How has your market been lately?”

“What has been working for you, marketing-wise?”

I usually ask about family too, so as to not seem ‘all business’.

Again, don't sell anything, not even yourself. Be a person not a marketer and get to know them. Listen to their problems and concerns with empathy. Being complimentary can help, but again in a sincere way, and not overdoing it.

A 'old pro' at these groups wisely advised me to not offer solutions to anyone's business problems so early. Just listen and empathize.

If you were able to meet the group President or any other prominent member prior to your arrival, make sure to say hello again.

The group president will stand up and introduce you and probably mention that you took the time to stop by and meet him prior to this event.

*My friend, the newspaper publisher and Chamber President did the same thing. She was happy to 'talk me up' to those in attendance and give me a strong start.*

Then the President will ask you to stand and introduce yourself and say a few words about what you do.

This is where you'll say your Elevator Speech, just the way you practiced it.

As your 'Close' you can say,

“Thank you again, [President's Name] for inviting me here today. As a way of showing my appreciation, I've provided each member with a Marketing Tip Sheet titled, [Internet Power Strategies or other name] you can use right away to attract more customers to your business.”

As the business cards are passed around, try and make some quick notes about anyone who speaks. Just something about them that

you'd be likely to remember...for instance, the business they're in, or an obvious characteristic about them – anything that will help you with your follow-up after the meeting.

## **AFTER MEETING STRATEGY**

So far, things are going great!

Members will want to meet you because you have covered all the bases. Your preplanning including meeting a key member, your introduction by that member or the President, and your low key socializing along with your benefit-focused Elevator Speech has positioned you as a professional, but friendly marketer.

Now, just be approachable.

Listen to what they say, as they describe their business and what issues they're encountering. I've found it takes very little to get many of these business owners to talk about their businesses.

Some, by the way, will not want to discuss specifics in front of the others and ask you to make an appointment, which is fine.

They may even assume you have decided to join their group, too, as the chemistry will appear so.

And you may very well do that. But you should reserve your decision about the group. Wait until you have reviewed your notes and looked at the early results of the meeting.

## THE FOLLOW UP

You should have three lists;

- 1.Members you spoke to.**
- 2.Members who attended but you didn't speak to.**
- 3.Members who didn't attend.**

Your immediate task is to set further appointments with those interested and qualified. Make the calls as soon as you can...*delay will only hurt you here since you want to strike while they remember you.*

Email everyone on the member list, asap.

I'll start the subject line of the email as "<name of group president> said..."

And inside the email note that he/she introduced you to the group; say something positive about the group, and then reference the specific member's situation.

At this point the normal appointment-seeking techniques apply. I have actually attached a picture of myself to the email, as a reminder. In all communication with these prospects, your goal is to stress you are part of the organization – not an 'outsider'.

## Measure The Results

Now it's time to measure the meeting, your own performance and any early results. I never expect a check at a first meeting, but I do look for evidence that I can get some business from a group. You get to a point where you'll have a 'feel' for it.

**Analyze your own performance.**

Were you reasonably comfortable and did you display a friendly attitude? Is there any thing in your own behavior you could improve?...I know this is hard but try to critique yourself and how others were reacting to you. Don't beat yourself up, but do look for what could be improved.

As I look back on my first meeting, I recall I was talking too much and not asking enough questions. I felt I was 'on show' and needed to be perfect, which was a mistake.

I also spent too much time with one fellow, who started off positive but ended up going on and on about how bad business was. Since, I've learned to disengage better by saying, "Ok, let's try and connect later after I say hello to some others here..."

**Analyze the group.**

Were the numbers there that you expected? Did they have a full house? Was there energy displayed in the meeting, or did members seem to be only going through the motions?

Did you feel you got a good response, and did you end up with some promising conversations and contacts afterwards?

Is this referral group alive and growing, or does it seem to be on life support?

Does the group seem to have a decent cross-section of businesses? Finally, do they have budgets for marketing and are they

large enough businesses to justify your type of fees?

If this referral group does not seem like it would be productive, then you can go back to the second choice and start the process over. It's a good idea to thank the first group's President and maintain a good rapport...you may even want to suggest you may join in the future, but right now your available time is limited.

Samples of Referral and Business Group Announcements:

**SPEED NETWORKING**  
RESERVE YOUR SPOT NOW.

It's not WHAT you know... It's WHO you know.

**TUESDAY FEB. 28**  
11 a.m. to 1 p.m.  
Joe T. Garcia's  
2201 N. Commerce St. - Fort Worth

Exchange cards.  
Exchange connections.

\$25/members  
\$30/non-members  
Lunch will be provided.  
Check in begins at 10:45 a.m.

*Red Light Special*  
Networking 101  
presented by  
**The Madison Network of Black Professionals**  
Wednesday, August 22, 2012  
HotelRED  
1501 Monroe Street, Madison WI 53711  
6pm - 9pm  
www.madisonblackprofessionals.com

**NO COVER CHARGE**

**Local Business Roundtable**  
Join other Local Business Leaders for Morning Coffee, Networking and Great Discussion about Current and Pertinent Business Issues

**Keep Local Business Local**

- > Keep business dollars in the local market
- > Expose your business to other local business people
- > Acquire new contacts and prospects
- > Develop new centers of influence
- > Develop new partnerships - and -
- > Enjoy morning coffee and some good discussion about today's issues.

*Excellent opportunity to exchange business cards, flyers, coupons, and other promotional material with other local businesses*

<b>Date:</b> Thursday, July 25, 2013	<b>Time:</b> 7:30 am to 8:30 am	<b>Hosted By:</b> LegalShield® McAuley Consulting RelyLocal - Wausau
<b>Location:</b> Entrepreneurial and Education Center (The Incubator) Conference Room 338 100 N. 72nd Avenue Wauwatosa	<b>Seating is limited. Please RSVP:</b> Steve Staffa Phone: (715) 365-9600 Email: stevestaffa@legalshieldassociate.com	

**Face-to-Face Networking**  
Still more important in the age of Social Networking?

*We Have Referrals for You!*

You're invited to the kickoff event of the newest BNI chapter in the region

*Peninsula Referral Partners BNI*

**Network with Professionals**

**Meet Our Members**

**Learn How BNI Can Be Your Most Important Marketing Tool**

Wednesday, September 14th, 2011  
7:00 - 8:30am

Rolling Hills Country Club  
Solarium Room  
27000 Palos Verdes Dr. East  
Rolling Hills Estates, CA 90274

Don't forget to bring lots of business cards!



Business Network International



## BONUS CHAPTER!



*What follows will give you an added strategy to make more money, and you could even build a whole separate income stream from it.*

A little background first. I built a very lucrative paid speaking business starting with free talks at Chambers of Commerce and other local clubs.

My goal then was not to get offline clients, but to get experience speaking to groups and begin charging fees to deliver presentations to larger groups. I wanted to speak at company conferences, association meetings and awards dinners etc.

You can do the same, if you're interested, and Chambers are a great place to start. Most will not pay a speaker (though some will) but the experience is quite valuable nevertheless.

Most small-time speakers are not great, often not even good, but local organizations are desperate to have somebody and securing these kind of free engagements is not hard.

I used to send out a simple letter, offering to speak for their organization about a topic I knew they'd be interested in. Almost ANY topic related to "improving sales" will get their attention.

The talk you give should be about 30 to 45 minutes. They rarely want longer. Part of the reason for this, is they feel the average speaker they're able to get will be boring or not very professional. ...but they need somebody anyway!

As I got more comfortable delivering the talk, I produced a little 3-fold brochure that I sent along with the letter. The brochure made me look more impressive and made the host organization feel like they were really getting something. In my literature I mentioned that my normal fee was \$500, but was being waived for a limited time for business organizations like theres.

A few Chambers of Commerce did have a small budget for a speaker and paid me \$150 to \$200. But, again, I was glad to just get the experience.

All of this was prelude for what I turned these speeches into.

There actually were two benefits. One, I experienced a noticeable difference in how I was treated by the members. When I was from another area and invited to speak to their Chamber or group, I seemed to get the red carpet treatment.

Members were more interested in what I had to say before and after the meeting. The "expert from afar" effect came in to play. I picked up one of my best clients at the time, and I know it had something to do with my overall posture and image as a speaker. So, the end result was more fee income, with less resistance.

The second benefit was a realization I had. I came to see that if you were really good as a speaking presenter, you could target much

bigger organizations with real budgets for presenters and earn very substantial fees. At the time, \$1,000 to \$2,500 was not uncommon.

Of course, Chambers Of Commerce and Lead/Referral Groups couldn't pay those fees, but State Business Associations & private corporations could...and did. I found if I was willing to invest more time in securing engagements and price my talks higher, there was a market out there.

I ended up developing this "business speaking" into a fulltime occupation for a couple of years. Ultimately, it required extensive travel and certain sacrifices to build up my income. But it still was an experience I would not trade for anything.

I included this information because I think it's useful to think bigger sometimes...*and not be afraid to try something new or different.*

I know many will never attempt to join a Chamber or Referral Group, let alone embark on a speaking career, part or full-time. But I hoped to at least plant a seed in your mind about the possibilities that are out there.

If you were interested in pursuing a professional speaking business part or full time, you can contact me at the support address below. I could recommend some excellent resources and probably answer questions you have.

For any questions please email us:  
[support@offlineadvance.com](mailto:support@offlineadvance.com)

