



Dear Prospective ActioNet Member,

Thank you for expressing an interest in the ActioNet Referral Group. As you consider applying for membership, we would like to encourage you to contact any Board Officer or member for more information. You will find contact information for our officers and members listed on our web page at: <http://www.actionet.biz>.

ActioNet is a 'closed category' business referral group. Membership is limited to one person per business category. Within the group, members promote their own businesses and help other members build business by passing referrals to other members. For this reason, ActioNet requires that members do not belong to another similar, 'closed category' referral group. This restriction does not apply to open category non-referral based networking groups such as Chamber of Commerce, Women Business Owners, ABWA, Optimist and other similar organizations.

To be considered for membership you must:

- Agree to all terms of the ActioNet by-laws and policies including attendance and dues payment
- Not already be a member of another closed category referral group
- Agree to attend all scheduled meetings or to send substitutes
- Attend at least two consecutive and not more than three meetings as a guest and prospective member.
- Submit the following to the Membership VP:
  - ✓ Membership Application and Member Information form
  - ✓ A check for \$50 made out to: ActioNet Referral Group
  - ✓ 30 business cards

Please allow 1 week for processing and plan to be inducted at the next meeting. Your application will be processed promptly and you will receive a call from the Membership VP by the Friday before the next meeting.

We hope that you enjoy your visits to ActioNet and look forward to receiving your membership application.

Cordially,

The ActioNet Membership VP



ActioNet Referral Group  
An Association of Professionals

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_

Industry: \_\_\_\_\_ How long have you been with this firm? \_\_\_\_\_

What are your Products or Services:

What are your expectations from networking?

What are you able to contribute to our group?

Are you presently a member of another referral group? Name of group(s): \_\_\_\_\_  
(e.g. BNI chapters)

**References:**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Relationship: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Relationship: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Relationship: \_\_\_\_\_

Individuals that have decided to make a commitment to ActioNet have made a commitment to the following responsibilities. If you are accepted into our unique referral group, you will be asked to make the same commitment. We believe that these responsibilities make for a great member and networker.

1. I will attend ActioNet meetings because if I'm not there, then I can't receive referrals. It's OK to have a substitute to attend in my place. (A substitute can be anyone that I trust to represent me: friend, customer, family member, or other professional).
2. I will try my best to provide a quality referral to fellow members.
3. I will fulfill my financial responsibility to the group. I will pay the annual \$50 membership and administration fee and the monthly room rental and breakfast cost.
4. Most importantly, I will have fun!



## Member Information Sheet

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**How long have you been there?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Other companies you've worked for in this industry:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Education:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Personal information you'd like to share:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**A great referral for me is:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What makes me better and different from my competitors:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# ActioNetiquette

## **Attendance- meetings just aren't the same without you.**

Attendance is required- so, please attend every meeting or send a sub.

Away? Let the secretary know.

You can only be absent for 1 meetings per 6-month period.

## **Be on Time.**

Meetings begin at 7 a.m. Yes, it's awfully early, but we have coffee!

## **Be Prepared.**

You only have 60 seconds, so don't get dinged!

Rehearse your commercial ahead of time.

Have your referrals ready to pass and be brief.

Bring business cards to share.

## **Be a participant.**

Don't be shy- take your turn at Presenter, Networking Education Minute or Closing Thought.

Contribute to discussions and share your opinions.

## **On your feet! It really gets their attention.**

Stand tall and proud whenever you speak.

## **When others are presenting...**

Refrain from passing materials or comments during the commercials and presentations.

## **Be generous and brief.**

The Referral portion of the meeting is about others, not about yourself or your own business.

It's not for announcements, or speeches.

During this part of the meeting, referrals and testimonials are given **ONLY** to ActioNet members.

If you pass a referral to a member during the week, be sure to pass a referral slip for it during the next meeting. We love to see those little white slips go by.

## **Bring guests! Send subs!**

But **please** make sure they don't overlap the business of a member! Ask first.

Make sure your sub has your 60-second commercial- don't send them empty-handed.

## **Communication is everything, but ...**

Please don't use the announcement portion of the meeting or email and LinkedIn groups to self-promote your business, give testimonials to non-members or indulge in controversy, chain letters or endless photos of cute animals.

Share information about events, programs, organizations, fund-raisers and networking opportunities and the occasional witticism.

**Laughter...**is the greatest way to start the day, so relax and have a good time!



## The Perfect ActionNet 60 Second Commercial

Every week at ActionNet, you are asked to stand up and give a 60-second commercial about yourself and your business. A good 60-second commercial has two goals:

1. To educate those who are unfamiliar with your basic marketing message
2. To *train and motivate* your referral partners who are your part time sales staff.

A great 60 second commercial has five parts that let you share specific information about yourself and your business. Use these suggestions to build your perfect 60-second commercial.

### **Part 1. THE IDENTIFICATION**

Your name, position and company.

3 or fewer products and services that your business offers.

What kind of clients do you have/serve?

### **Part 2. THE STORY**

What distinguishes you from the competition?

Tell a little bit about a special job you have done or product you offer.

### **Part 3. The ASK.**

What specific kind of referral or customer are you looking for this month?

### **Part 4. The ACTION PLAN.**

How do you want to be contacted? Call me, email me, drop by my store and ask for me.

### **Part 5. Your TAG LINE.**

Repeat the name of your business and give us your catchy, unforgettable Tagline!

## **More Hints**

- Try to use I or We as little as possible
- Focus on using the word You as much as possible
- People don't believe unsubstantiated claims or hyperbole like "great"
- Tell a story that emotionally engages your listeners
- Use case studies
- Always use your introduction at the beginning and close with your "tagline"
- Try to come up with a different 60 second commercial every week so people don't get bored