

## **Membership in the Citrus Business Network includes:**

- **A membership packet with information about how to make both 30 second and 10 minute presentations, bylaws, current membership list with contact information, etc.**
- **Membership certificate for display in your office.**
- **Your business listed in the Citrus Business Network directory plus as many directories as you need to distribute to friends, neighbors, new residents, and places of business.**
  - **Your business listed on [www.citrusbusinessnetwork.com](http://www.citrusbusinessnetwork.com), with a live link to your web site.**
  - **A Citrus Business Network name badge.**
  - **Citrus Business Network invitation cards.**
  - **The opportunity to present your business information and exchange referrals with all of the other members.**
- **The Citrus Business Network is a member of the Citrus County Chamber of Commerce.**
- **Members of the Citrus Business Network may attend all Citrus County Chamber events at member prices.**

*Everyone wants to do business with people they know, like and trust.*

*The Citrus Business Network allows us to develop this kind of relationship, not only with the other members, but with their friends and business contacts.*

# Citrus Business Network

## Application for Membership

Business Name to appear in Business Directory: \_\_\_\_\_

Business Category Requested: \_\_\_\_\_

Member Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Cell \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Secondary Contact (if any) \_\_\_\_\_

### Understanding:

- The purpose of the **Citrus Business Network (CBN)** is to grow the business and profitability of its members, by providing leads and referral information, and utilizing each others services to the best of our ability. (Discounting services between members is encouraged but not required.)
- CBN** meets weekly and members are expected to make reasonable efforts to attend each meeting. If unable to attend, a substitute may attend in your place or notify the membership director. When three consecutive absences occur without notification, the membership shall be up for review.
- Each meeting will have an exchange of business cards or other materials and each member will have a brief opportunity to discuss their business.
- Each meeting will include an invocation, pledge of Allegiance, motivational moment and a marketing idea.
- Memberships shall be approved by the Board of Directors.
- Initiation fee \$50.00
- Monthly dues \$40.00 includes cost of breakfast

**Applicants must submit a signed application along with the sponsoring member and agree to abide by the By-Laws of CBN.**

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

Sponsoring Member: \_\_\_\_\_

A check payable to Citrus Business Network in the amount of \$90.00 must accompany this application.

**Membership dues will be paid at the beginning of each month, OR in advance.**

Reviewed and approved by **CBN Board: Date** \_\_\_\_\_ **Category:** \_\_\_\_\_

Start Date \_\_\_\_\_

**Mailing Address: P.O. Box 972 Lecanto, FL 34460**

[www.citrusbusinessnetwork.com](http://www.citrusbusinessnetwork.com)

2/23/2016

# Citrus Business Network

## Website Business Listing Information (Please include business card)

Category: \_\_\_\_\_

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

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

Representative Title: \_\_\_\_\_

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

\_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number \_\_\_\_\_

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

Website: \_\_\_\_\_

Services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Citrus Business Network Group Policies**

- Be on time (EARLY) for all meetings and seminars.
- Don't forget your business material for distribution.
- Be prepared to give a BRIEF overview of your business.
- Bring a REFERRAL or GUEST to each meeting.
- Guest will introduce self, identify inviting member, and give a brief description of their business.
- CBN pays for breakfast for first-time guests. Second visit guests are expected to pay for cost of the meal. After 2<sup>nd</sup> visit the guest must submit their application along with a check for \$90.00. (\$50 initiation fee and \$40 for first month's dues. Monthly dues include cost of breakfast.
- All applications to be approved by the Board.
- More than one person from an industry may be a member provided they have different disciplines/specialties.
- One or two members will have the opportunity to address the weekly meeting for 8 to 10 minutes, to promote their business, as time allows.
- Each week a member will provide a motivational moment.
- Each week a member will provide a marketing tip.
- Weekly attendance at meetings is important to promote the success of your business. Three consecutive, no notice, absences will bring the membership up for revue. If you must be absent, you may send a substitute. Please notify the Membership Director (or other officer) if you will be absent and/or who you are sending in your place.
- Please greet everyone.
- Please try to do as much business with members as possible.
- When possible, members should offer special services or discounts to other members.
- Turn off pagers & cell phones during meetings and seminars, or turn them to vibrate. Please leave the room if you MUST talk to the caller.

### **Remember:**

**As our membership grows, so our businesses grow.  
Help grow your business; invite others, to grow their business.**

# Citrus Business Network Presentation Suggestions

## Brief Presentation

As our membership grows, it is necessary to limit our brief introductions of our business products/services to 30-40 seconds. A lot can be said in that short time if you plan ahead and practice.

Pretend that you are on an elevator and have only 30-40 seconds between floors. You want to say something that will show your fellow passengers that your business has value, and cause them to want to learn more about it.

1. Start each presentation with your name, business name and location.
  2. Prepare a list of all your products and services update/review regularly.
  3. Each week talk briefly about two of these and rotate weekly until you have covered them all and then start over. One of the two should be a popular service and the other a lesser-known service.
  4. Mention what sets you apart from your competitors.
  5. Mention what type of lead/client you are looking for. (Ask for the referral.)
- End your talk with your name, business name and the best way to reach you: cell phone pager, fax or phone.