**WHY JOIN?**

***“According to a BNI.com (Business Network Int’l) survey of more than 3,800 business people worldwide, 73% said they got most of their business through networking”. ~ Ivan R. Misner, PhD and Michelle R. Donovan***

**Value~**

Compare the value of print advertising to word-of-mouth advertising. Most people are more comfortable doing business with individuals known to them or their friends. This is a great way to increase your word-of-mouth advertising and develop repeat business.

**Good Referrals**~

A good referral offers the opportunity to do business with someone who is known to be in the market to buy your product or service. Referrals are not guaranteed sales; however, they offer an opportunity to meet face-to-face with someone who is already interested in your product or service. Referrals build on your existing prospecting efforts. This expanded network is a great opportunity to add to your database of potential business.

**WHAT YOUR ANNUAL DUES INCLUDE**

Your referral group is designed to be an affordable enhancement to your personal marketing efforts. Besides the opportunity to present yourself and your business weekly and to be face-to-face with potential clients and referral sources, your dues support the group in the following ways:

**Marketing Efforts**~

This may include brochures, invitations, visitor information sheets, membership packets, WBB applications, mailings, public relations, and general advertising.

**Referral Group Support**~

Referral slips, training materials, renewal applications, member manuals, awards, certificates, and member training.

**Administrative Expenses**~

Website, printing, postage, supplies, stationery, etc.

**Social / Networking Events**~

Holiday and seasonal social gatherings and celebrations, and after-hour networking events.