



Membership Guidelines

Membership in Women in Business-Parker provides an opportunity to build effective business relationships with like-minded women business owners. Members form a community based on a give-versus-get mentality by being mentors and receiving support. Women in Business - Parker is not a leads group; rather, we encourage quality referrals based on personal experience with each others' businesses, and knowledge and understanding gained at one-on-one meetings. Quality referral specifics are further detailed below. As a member, you will be the only representative of your category.

REQUIREMENTS

Women in Business - Parker membership requirements are designed to encourage consistent participation and growth. Consistent participation enables us to get to know each others' businesses so we can make effective referrals. Membership in Women in Business - Parker is at the sole discretion of the Membership Committee.

Members must consistently attend regular meetings. Specific meeting details and requirements are in the Meetings section below.

It is preferred that member belong to no more than 2 additional referral- based networking or leads groups.

If a member wishes to change to a different WIB-P category, she may apply as a new member for that category after meeting with the membership committee or board and may not belong to more than 2 categories at any given time.

Previous members who wish to re-join may re-apply for membership at any time. They must meet with the board to discuss the reasons for leaving and why they wish to return. If reinstated, a new membership fee will be required.

Leads groups and membership recruiters are not include in WIBP categories. Multi- Line Companies may be required to only represent categories that have open spaces.

APPLICATION PROCESS

Applications may be requested from the Membership Committee.

Applicants are considered in the order their applications are received.

Applicants may be interviewed by members of the membership committee or board.

References, including the referring member, are contacted.

APPLICATION PROCESS, cont.

After reviewing the application and ensuring no service or product overlap with existing full membership categories, and meeting with the applicant to determine group fit, the Membership Committee and or board will confirm or deny membership.

Approved members are billed a one-time membership fee of \$53 (prorated to the next April 1st) then annual fees of \$25. Membership fees are due within 30 days of invoice.

Members are strongly encouraged to use the WIB-P Facebook page and website to bolster exposure for their business.

MEETINGS

Main Meeting - required, first Wednesday of each month, 10:00 -11:00 a.m.

One-on-One Meetings - arranged among members to learn:

- What products and services member businesses provide
- Why members are passionate about what they do
- How member products or services are better than others in their field
- Who would be a great referral

Business Brainstorm Meeting – First Wednesdays - Optional - 11:00 - 11:30 am. Topical meetings involve presentations and brainstorming discussions on a specific business topic. These meetings are designed to facilitate members' growth as business owners. If you are looking for ideas to improve your business, you won't want to miss them. See the website to confirm meeting location.

One-on-One Meetings

Scheduled at member convenience, one-on-one meetings are a key component of Women In Business - Parker for members to learn about each other's businesses. Two one-on one meetings are suggested monthly.

One-on-one meetings are tracked to ensure that members actively engage and learn about the products and services fellow members provide, so they may give and receive quality referrals.

Substitutes - Substitutes

- don't need to be associated with the member's business
- give the member's info and their own

Should a substitute apply and be accepted as a WIB-P member, they may no longer attend as another member's substitute.

Guests - Guests are welcome to visit all meetings for two months, then must apply for membership before additional participation.

MEETINGS, cont.

Who Is A Good WIB-P Substitute or Guest?

- Raving fans/clients - Business partners/associates
- Business owner whose services you use
- Potential WIB-P members

Who should NOT be a WIB-P Substitute or Guest?

- Those recruiting others to their team/business opportunity
- Those with Party sales models attending to find party hosts

QUALITY REFERRALS

Members refer business to each other based on knowledge and understanding gained through one-on-one meetings and business experiences. A quality referral includes

- an introduction, in person and/or through e-mail of a prospect and a member
- specific details about why the referral is being made and a testimonial for the member business; then
- follow-up to learn if the referral was successful and eliciting ideas to improve future referrals.

Referrals are tracked monthly.

MARKETING MATERIALS

Members' marketing material or collateral (cards, promotional materials, Facebook, websites, etc.) must focus solely on the member's WIB-P category. They may not overlap/conflict with other members' categories.

Members are encouraged to display marketing materials on the marketing table at meetings, on the website, and on the Facebook page.

Non-WIB-P information, such as community and charity events, may also be displayed on the marketing table and on the Facebook page, but not on the website.

A members-only card portfolio is circulated at meetings. Guests and members are welcome to take cards from the portfolio.

WIB-P membership benefits include, but are not limited to, member page on the website, opportunity to present as a featured speaker at the monthly meeting, advertising and communication within the Facebook group, member-only discounts, and participation in marketing to the community of Parker.