

Membership in the Citrus Business Network includes:

- **A membership packet with information about how to make both 40 second and 10 minute presentations, bylaws, current membership list with contact information, etc.**
- **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 with a live link to your website.**
- **A Citrus Business Network name badge.**
- **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 contracts.

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 _____

Email _____ Website _____

Secondary Contact (if any) _____

Understanding:

1. 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 other's services to the best of our ability. (Discounting services between members is encouraged but not required.)
2. **CBN** meets First and Third Friday's of the month 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 Board of Directors you will be absent. When three consecutive absences occur without notification, the membership shall be up for review.
3. Each meeting will give the members a brief opportunity to discuss their business.
4. Each meeting will include an invocation, pledge of Allegiance to the Flag, motivational moment and a marketing idea.
5. Memberships shall be approved by the Board of Directors.
6. Initiation Fee \$50
7. Monthly Dues \$35

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

Applicants Signature _____ Date _____

Sponsoring Member _____

A check payable to **Citrus Business Network** in the amount of \$85 must accompany this application.

Reviewed and Approved by **CBN Board**: Date _____ Category _____

Start Date _____

Mailing Address: P.O. Box 972 Lecanto, FL 34460
www.citrusbusinessnetwork.com

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 materials 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 2nd visit Guests are asked to submit an application along with a check for \$85. (\$50 application fee and first months dues. Monthly dues include 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 meeting for 10 to 20 minutes, to promote their business, as time allows.**
- **Each meeting a member will provide a motivational moment.**
- **Each meeting a member will provide a marketing tip.**
- **Attendance at meetings is important to promote the success of your business. Three consecutive, no notification, absences will bring the membership up for review. If you must be absent, you may send a substitute. Please notify a member of the Board 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 Cell phones during meetings and seminars or silence them. Please leave the room if you MUST talk to the caller.**

Remember:

**As our Membership grows, so our businesses grow.
Help grow your businesses; invite other, to grow their businesses**

Citrus Business Network Presentation Suggestions

Brief Presentation

As our membership grows, it is necessary to limit our brief introductions on 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, review and update regularly
3. Each meeting, speak briefly about one or two of these and rotate between meetings 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.)
6. End your talk with your name, business name and the best way to reach you.

Rev. 12/9/2019