

# WELCOME

## *Membership primer*

Welcome to the Women's Business Network!

Thousands of women just like you have grown their networks and their businesses through their WBN membership.

Please take a moment to check out our recommendations for your next steps so that you can get the most out of your membership.

If you need any assistance, please don't hesitate to reach out to your Chapter's Leadership or our Membership Services Coordinator (MSC).



*To your success!*

## Planting the Seeds

# 1

### NEW MEMBER AREA

Visit the **New Member Dashboard** on the website. This is your home base as a new member. Especially take note of:

- **New member orientation** (video)
  - Part 1 - Welcome (1min)
  - Part 2 - Organization Structure & Chapter Meetings (28min)
- **30sec commercial worksheet**
- Sign up to present your business
- Register for the next **Membership Mentoring Mixer** (last Tuesdays of each month)
- Review attendance policy

*"The beginning is the most important part of the work" - Plato*

### CONNECT WITH WBN

# 2

Click on these links for quick access:

- Like **WBN's Facebook Page**
- Join the **All Chapter Network Group** & set notifications to see all posts
- Like **your Chapter's Facebook Page** (find your chapter on the map, click on chapter name to go to your chapter's page)
- Follow **WBN on IG**

# 3

### SET UP YOUR PROFILE & EXPLORE THE WEBSITE

Watch **New Member Orientation - Part 3** (video) (30min)

Your profile is like a business card but also a great tool for SEO

- Go to **WBN website**, click on 'member area' (next to "join now" button), login
- Click on "manage your account" icon
- Click "edit profile" button
- Complete entire section
  - Add keywords to your description
  - Use a high quality headshot (name your photo with keywords for SEO)
  - Include your logo
  - Designate any member discounts
  - Sign up for the Speaker's Bureau if you'd like to speak or teach

### CONNECT WITH CHAPTER

# 4

Read **Connection etiquette**  
Identify 2-3 people you'd like to meet with 1 on 1 and set up a time.

Here's a **Connection Planner** to get you started.

*Note: The planner has space for 3 meetings/mo but even one per month is sufficient*

*Tip: plan to meet immediately after your chapter meetings*

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Start connecting with your fellow chapter members on social media

## Branching Out

*"The beginning is the most important part of the work" - Plato*

### 5 ATTEND AN EVENT

- Watch **Part 5: Making Connections** (video) (22min)
- Plan to attend at least one upcoming social event **Event Calendar**. Keep an eye out for new member Meet & Greet opportunities.

### VISIT ANOTHER CHAPTER

# 6

Identify another chapter to visit and contact the Chapter Rep using **this Chapter List**

*Tip: click on your region to find chapters close to you.*

### 7 INCREASE YOUR VISIBILITY

- Watch **Part 4 of the Member Orientation** (video) (30min)
- WBN Facebook group
  - Promote your business every 7 days
  - Post other helpful information like resources, tips, inspiration, as often as you like
- Sponsor an event
- Advertise in women's weekly/on website.
- Be a vendor at an event.

### SHOWCASE YOUR EXPERTISE

# 8

Submit an article for the blog/women's weekly. *Tip: Use keywords in the text and when naming any images.*

Submit a video or pdf on some educational business topic.  
(This is not a commercial but a table topic)

Teach a webinar or speak at an event (make sure you've signed up for the speaker's bureau)

*Bonus: all of these give you valuable backlinks to your website!*



# WBN NEW MEMBER

## *Blooming*

# 9

### EDUCATION & DEVELOPMENT

- Check out our [Educational webinars](#) in education section of the website
- [Apply for \\$500 Jean Walsh Scholarship](#) once you've been a member for 2 years.

### LEADERSHIP & GROWTH

# 10

**Serve** in a leadership role

**\*As a Chapter Officer**

[Chapter Chair](#)

[Chapter Secretary](#)

[Chapter Rep](#)

[Outreach Coordinator](#)

**\*On a Committee** ([Committee list](#))

**\*On the Board** (> 1 year) ([application](#))

**Nominate** someone for an award

Woman of the Year

Service Award

Rising Star Award

[Nomination Submission Form](#)

**Grow your chapter:**

Look at the categories that need to be filled and invite women you meet that would be a good fit.

# 11

### CHARITY & SERVICE

WBN is unique in that it partners with a charity each year and chapters often have their own charity they support as well.

Take a look at WBN's Service Project and see if there are any natural easy ways you can support them.

### REVIEW OF THE YEAR

# 12

Review this list and fill in any gaps

Set goals and use this [benefits planner](#) to map out what WBN benefits you'll take advantage of next year.

Plan to attend WBN's Annual Dinner Gala where we celebrate together and give out the awards!

*Trust the magic of new beginnings  
~ Janet Gwen*

We hope you've found this guide helpful. If you have any questions or need assistance, please reach out to your Chapter leadership or to our MSC ([msc@wbnc.com](mailto:msc@wbnc.com)).