



## Increasing Your Visibility Within WBN

**First watch all five videos in the New Member Orientation, especially “Promoting Your Business” and “Making Connections.”**

Then make sure you're doing the following:

### Online

- ❑ Maximize your member profile, including photos (renamed with keywords), robust description, member discount and speaker's bureau (if appropriate).
- ❑ Make sure you've submitted your New Member information and bio to the MSC so you can be introduced to the entire membership.
- ❑ Be active in the WBN All Chapter Network (ACN) Facebook page. As of right now, you may post about your business once every 7 days, but it's a great idea to also post resources, tips, share information. This will help you be more visible as a resource and keep you top of mind.
- ❑ Submit an article to the blog, showcasing your expertise and making sure to use keywords in your text and in naming any images you submit.
- ❑ Submit either a video or pdf on some educational topic (marketing, finance, HR, etc) This is not a commercial where you promote your business, but it showcases your expertise.

### In Person

- ❑ Sign up for your Self-Marketing Presentation as soon as possible.
- ❑ Present educational table topics in your chapter. These are not self-marketing per se, but can showcase your expertise.
- ❑ Visit other chapters: Read “Visiting Other Chapters”. Identify one other chapter you'd like to visit by using the Chapter Directory ([link](#)) & looking at the chapter meeting calendar for meetings in your region ([link](#)). Contact that Chapter and let them know you'd like to visit.
- ❑ Attend events. WBN hosts 8+ events per year, including 4 regional networking events, All Chapter Networking, Annual Dinner, Holiday Breakfast and Winter Retreat. Also look out for educational events like the Leadership Training twice a year.
- ❑ Be a speaker at one of the educational events.
- ❑ Maximize your events with Ads & Sponsorships, and setting up a vendor table at an event.
- ❑ Get involved in a leadership capacity
  - ❑ Serve as a Chapter Officer
  - ❑ Serve on a committee (some have a very small commitment)
  - ❑ Serve on the Board
- ❑ Help out with service projects to support the annual Charity and/or your chapter charity.

*Remember, what you get out of WBN is directly related to what you put in.  
The tools are there for you to use!*