

LET'S GROW YOUR BUSINESS

BUILDING RELATIONSHIPS THAT
LAST A LIFETIME

STRATEGIC NETWORKING WITH

NIA

NETWORK **IN ACTION**



Introduction

Who We Are

Welcome to Network in Action! We are a place for professionals to come together to connect, network, learn, build relationships and get new insights on how to improve our business. Our community is made up of dynamic and engaged professionals who believe in the principle of reciprocity and are genuinely interested in helping other business owners grow their revenue and network.

As members we strive to help each other grow and improve our businesses by connecting other members with the right people and resources.

Network in Action sets itself apart with these key differentiators:

1. Monthly Business Meetings

We have 1 required-attendance monthly meeting versus weekly meetings, saving 80+ hours per year over traditional networking groups. Specifically designed agendas help build relationships fast.

2. Professional Leadership

Traditional Networking organizations rely on volunteers to run their groups. They are susceptible to frequent change in leadership, distracted and apathetic volunteers, and little to no accountability for their fellow members. Network in Action has a professional Community Builder who is focused on building the group and helping members succeed.

3. Refer with Confidence

We conduct an interview with all applicants and also require a background check from every member.

4. Technology

Access our NIA member platform via computer, or the APP! Make real-time connections, referrals, and reviews. Share updates, news, and needs with members on the go.

5. Monthly NIA Business Labs

All of our local members are invited to our monthly Regional Meetup. Learn from a featured speaker and have plenty of opportunity to build relationships with great people who are great at what they do, great givers (just like you)!

6. Community Service – we believe in giving back to the Community

Every group will do a community service project and we offer a free membership to a community non-profit.

7. Guaranteed ROI

No other networking organization offers an ROI guarantee, but we do! If you do your part, we will guarantee your results in writing!

Introduction

About this Manual

This manual is intended to help you hit the ground running as you get started with your Network in Action membership.

As with everything in life, the success you can achieve with your membership is directly related to how much effort you put in.

We will share with you our model that we have found to be very effective in building trusted relationships; and we encourage you to work this model.

The materials provided in this manual are meant to serve as tools and reference. We understand that most established businesses have their own strategies, methodologies and materials for their business building activities.

Please take what is offered here and see if it can be supplemental to what you currently use.

Welcome

Here are a few basic things to know:

Role of the Community Builder

Every Network in Action Group has at least one Community Builder. The Community Builder is your go-to person for anything you might need as a member of Network in Action. Their primary responsibilities are to facilitate the meetings, onboard and orient new members, and grow the group with the right professionals.

They are committed to your success and you meeting your goals for your membership. Whenever possible they make introductions to other professionals who would be good additions to your network and also help you with any technical questions you might have.

Meeting Times

Currently we have 3 groups in the Denver Metro Area. Our meeting times are as followed:

- NIA Power Connectors (Tech Center): Second Wednesday of the Month from 3:30 – 5:00PM
- NIA Front Range Connectors (Tech Center): Second Wednesday of the Month from 8:30 -10:00AM
- NIA Peak Connectors (Ken Caryl): Second Thursday of the Month from 8:00 – 9:30AM

Business Lab

Most months we host what is called a “Business Lab.” Usually these happen during the last week of the month. At these Labs we usually bring a local or national speaker who presents on business related topics. They are indented to be educational and full of practical strategies and tips that you can take and implement in your business. Presentations are followed by a Q&A session and plenty of opportunity to network with other attendees. These event are not mandatory, just another value add.

Happy Hours

Once a month we host a Happy Hour that is open to all NIA members as well as guests. We promote these events on sites like Facebook, LinkedIn, Eventbrite and Meetup. These Happy Hours are great events to attend to meet NIA members from other groups, invite friends and/or co-workers to and just have a good time meeting new people.

Welcome

Social Events

Three to four times a year we come together in a more social setting where we have time to connect in a different type of setting and maybe have conversations we usually wouldn't have. These events are never "mandatory" and we try to mix things up so that everyone has a chance to participate. Families, co-workers and guests are always welcome. And of course, if you have a suggestion for a fun event, please reach out to your Community Builder.

Annual Community Service Project

Once a year each Network in Action Group supports a local non-profit organization to help out our community. We either do a hands-on project or we raise awareness and funds. It's always great to come together in this environment and see how together we can make a significant impact. The groups decide together which non-profit they want to support and how and self-organize this effort.

Network with the Nations

Over the last years we have seen that even small businesses do business across state and country lines. Many business owners are looking to extend their network beyond local connections. Once a month, members have an opportunity to join a virtual meeting with business owners and decision-makers from across the US and globally. During this virtual meeting, connections are established, and reinforced. Ample time is set aside for everyone to explain exactly what they are looking for to grow their business. Networking with the Nations happens virtually (Zoom) on the first Wednesday of the month.

Sales Mastery

No matter your position in your business, we all need to continually work on our sales skills. Network in Action brings together experts from across the nation to train once a month on a 75-minute virtual Sales Mastery training with a pertinent topic to help you grow your business. This meeting is not only available to members of NIA but also to the employees of every member's company. Many find this one call more valuable than an entire year's worth of membership dues. Sales Mastery happens virtually (Zoom) on the third Wednesday of the month.

Focus Forum

With so much talent amongst our thousands of members, it only makes sense to provide an opportunity for us to learn from each other. Every month NIA hosts a virtual zoom meeting to hear from an expert in their field. The topics range across a broad spectrum, but quarterly we focus on quality-of-life issues for business owners and their families. These calls allow all our members to step back and work on their business instead of in it. There is never an additional fee for any of these extra opportunities to grow our business and network.

The Focus Forum happens virtually (Zoom) on the fourth Wednesday of the month.

Connect with Us

Most of our communications will happen via the NIA Member Platform and via email. In addition, we regularly post content and updates on the following platforms. Let's stay in touch there as well!

Network in Action

LinkedIn: <https://www.linkedin.com/company/network-in-action-denver/>

Facebook: <https://www.facebook.com/networkinactiondenver>

Eventbrite: <https://network-in-action-denver.eventbrite.com>

YouTube: <https://www.youtube.com/@networkinactiondenver>

Community Builder

Simon Zryd:

LinkedIn: <https://www.linkedin.com/in/simonzryd/>

Facebook: <http://facebook.com/simon.zryd>

Instagram: <http://instagram.com/zryd.simon/>

Your Goals

Revenue Goals

One way that Network in Action is setting itself apart is by offering a ROI guarantee. As part of your interview process, you should have explored a Revenue Goal that you'd like to reach.

My Revenue Goal is: \$_____

The Community Builders are committed to you reaching that goal, and we will do everything they can to make that happen. But it "takes two to tango". Your commitment is to attend 11 out of the 12 meetings (or have a substitute), and pass 12 referrals throughout your one-year membership. Basically, it comes down to being an active and engaged member.

Should you, despite your efforts, not reach your Revenue Goal, we offer you a second-year membership on us, at no cost to you.

It's Not All About The Money

Many business owners network to accomplish other important business goals that are not necessarily qualifiable in dollar amounts. Some of those goals might include, building strong referral partnerships, making connections in certain spheres, learn, be part of a community, stay current with the local business community, and keep a pulse on how other business sectors develop. Whatever it is for you, please take a minute to write down what your goals are for you as it relates to your membership with Network in Action.

1.

2.

3.

4.

5.

The Fundamentals

Being part of Network in Action is like being part of a gym – there are great opportunities available to grow your business and achieve your goals, but you have to show up to make things happen.

There are some basic way you can make sure you get the most out of your membership:

Attend the monthly meetings. Put the meeting times as a recurring, non-negotiable event in your calendar. If you can't make it to a meeting, invite a substitute. A substitute could be a team member, a client, a vendor, a fellow business owner who would benefit from meeting the members of our group.

Arrive on time for the meetings. That means arrive early. Take advantage of the time before and after the meeting to connect with your fellow members – schedule a meeting, talk about referrals or business.

Come prepared. Before you come to the monthly meetings, think about who you would like to connect with, whom do you want to sit next to, what value can you bring to the members? And of course, come prepared with a specific “ask” about how the members of the group can help you this month with your business.

Work through this book. This book includes essential exercises that help you make the most out of your membership. If you complete the exercises outlined in this book, you will have a much clearer idea how networking and building relationships can help you grow your business. You will be able to be focused and intentional.

Attend the NIA Business Lab. Most months we will offer a NIA Business Lab, where we bring industry experts to talk to us about a business related topic. We select the speakers with you in mind, and always try to keep our pulse on what conversations would be most valuable to our members. Sometimes we also have our members present on topics that they are experts in. Let us know if you would like to present at one of our Business Labs.

Build Relationships. Relationships take some time to develop. In this book we have outlined a model you can follow to establish strong business relationships. More than anything though it requires intention, care and action.

Quick Start Checklist

Getting Started

Here is a quick start guide to make sure you hit the ground running right away.

- Make a 30-60 sec Intro Video (If you need help – reach out to your Community Builder) and upload the video onto the profile.

- Fill out your NIA Profile.

- Introduce yourself to the group in our NIA group chat.

- Schedule an Orientation Interview with your Community Builder.

- Schedule at least two meetings with fellow NIA members before next monthly meeting.

- Work through this workbook.

- Watch the video onboarding series. (<https://www.nia-denver.com/new-member-orientation>)

- Connect with your fellow members' social media profiles and start learning and engaging.

- Read: NIA 101 from your Network in Action Membership Page.

- Let your Community Builder know if you'd like to be a featured speaker at one of the monthly meetings.

- Identify 2 or 3 people who could substitute for you in case you have to miss a meeting. Call them and ask their permission to reach out to them in case of need.

The Natural Progression Of Building Relationships

There are many ways to build relationships that result in having the confidence to refer business to each other and make mutually beneficial introductions. There are entire books written on what makes up successful business relationships and how to develop them. (See list at the end of this book.)

Many of you have a “process” or a natural way you develop professional business relationships. In this next section we’d like to introduce you to a very simple concept and framework that we have found helpful.

One thing that is important to understand: We are not a group of people who are trying to sell our services to each other. That is not the goal and intention of this group. Our goal is to build strong relationships so we can refer each other to our network (where it makes sense) and make introductions that help our businesses grow.

We might end up doing business with each other, of course, but that is not the primary goal. In our interview process we are very clear about that, but it is worth stating it here again.

Our vision and our goal is to facilitate building relationships that are meaningful, truly win-win, enjoyable, and that are built to last.

Building solid professional relationships takes time, intention, attention and care. Similar to how joining a gym by itself won’t produce the results one is looking for, so the same here, we’ve got to invest into building our relationships.

At Network in Action, we provide the framework, the infrastructure, the context, and the conversations to build those relationships. But it's up to every individual to take advantage and take what is being offered as far as you can.

On the next page you will see a simple framework that might help you build those relationships.

Most relationships follow this progression. Some move through certain stages faster than others – sometimes a stage gets skipped, but for the most part these are the stages our relationships progress through.

Building Strong Referral Relationships

Stages

Actions

Awareness / Getting to Know

- During this stage you develop an awareness of each other and get to know each other on a superficial level.
 - What problems are you solving?
 - Who are your customers?
 - What is unique about you?



Fill out NIA Profile

Coffee/Zoom Meetings

Follow each other on Social Media.

Exploration

- During this phase you focus on building trust with each other.
- You go into more depth understanding each other's businesses.
 - Values
 - Ideal Customers
 - Specific solutions you provide
- You might ask for advise and/or start passing some leads.
- You are not at the stage where you share your "most valuable" contacts with each other.



Promote each other's content on social media

Call for advise/insight
Pass a lead

Attend an event together.

Confidence

- After a few successful interactions at the above level, you now have learned what good referrals are for each other and what not.
- You are confident about passing referrals to each other and can speak from direct experience when making referrals.
- You should be able to get to this stage with most members of the group.



Pass high-quality referrals

Make relvant introductions

Communicate with each other often

Joint Marketing Activities (JMAs)

- So far the referral relationship has been somewhat informal though productive.
- It's been a win-win so why not put more "horsepower" behind that relationship.
- You establish a more structured way to pass higher volume of referrals with each other.



Co-host an event

Co-brand flyers, mailings

List building efforts

Referral Programs

Long-Term Strategic Referral Partners

- After several JMAs you have developed a solid partnership with each other.
- You have set up systems that automate the referral process.
- You have become an important part of each other's business.
- Only a few relationships make it to this level.



Automated process for referrals

Your teams are working with each other

Regularly review referral metrics

The Natural Progression Of Building Relationships

Stage 1: Awareness

You are new to the group, and your first focus should be on increasing your visibility with the other members. Specifically, what you can do is to:

- Fill out your NIA profile
- Read other people's NIA profiles.
- Show up to monthly meetings
- Set up introductory meetings with members of the group
- Be curious and ask questions
- Connect with people on social media

The goal is to get an overview of who is in the group and start building personal relationship with the members. Make a list of members you would like to set up an introduction meeting with and get those meetings scheduled.

Stage 2: Exploration

During this stage you take a deeper dive into building the relationships, with the goal to have the members of the group feel confident in you and your services. And simultaneously, you become confident in the expertise and services of your fellow members.

During this stage you get to understand each other's businesses and process at a deeper level. You learn who ideal referrals and good introductions are for each other and you might reach out to each other with questions.

Specifically, what you might do during this stage:

- Call each other to explore if someone is a good referral for the other person.
- Start passing referrals
- Attend an event together
- Promote each other's content on Social Media to help each other get more visibility.

Stage 3: Confidence

After a few successful interactions at the Exploration Level, you now have learned what good referrals are for each other and what not. You have built trust, and you are confident about passing referrals to each other. You can speak from direct experience when making referrals. Our goal is that you get to this stage with most members of the group. Ideally you have stories for how other members have helped their clients. This makes for powerful introductions.

Specifically, what you do during this stage is:

- Proactively look for good referrals for your members.
- Make relevant introductions.
- Stay current with how each other's business is evolving.
- Communicate with each other regularly, always looking for opportunities to support each other.

The Natural Progression Of Building Relationships

Stage 4: Joint Marketing Activities

Some of you might decide that you take your relationships to the next level and decide to collaborate in a more official capacity. It's been a win-win relationship so far, so why not put more "horsepower" behind that relationship?

Possible ways to collaborate include:

- Co-hosting an event/workshop together.
- Create co-branded marketing initiatives.
- List building efforts.

These kinds of efforts can be very successful. It might take a couple attempts to "dial things in."

Stage 5: Long-term Strategic Referral Partnerships

After several Joint Marketing activities, you will have developed a solid partnership with each other and continue to become an important parts of each other's business.

You might set up systems that automate the referral process. Not just you, but your teams work closely together. Only a few relationships are meant to get to this stage, but when it happens it can be a "gamechanger" for each other's business.

Building Your Network – Who do you need to connect to?

One of the foundational pieces of a business is to have a robust network of professionals who you work with. There are many networks that you are currently engaged with, but to get started let's focus on your professional network.

On the professional side there are four types of relationships that can help you grow your business:

1. Strategic Referral Partners who can send you referrals
2. Strategic Referral Partners whom you can send referrals to
3. Professionals who can help you solve a current business challenge
4. Potential clients

Strategic Referral Partners Who Can Send You Referrals

These are, at least initially, the most important relationships you want to develop. Having just a few established referral partners who send you consistently good clients can be a game changer for most small businesses.

Traditionally people who are best professional referral partners are professionals who serve your target audience in a non-competitive way.

For example, a commercial insurance professional, an accountant, a business coach, a marketing firm, an IT company – they all serve a small business owner, but in a non-competitive way. In addition, they are all considered trusted advisors to the business owners, which gives them the opportunity and leverage to make introductions to other professionals.

Exercise:

Fill out the diagram below and list the professions who most naturally can refer business to you.

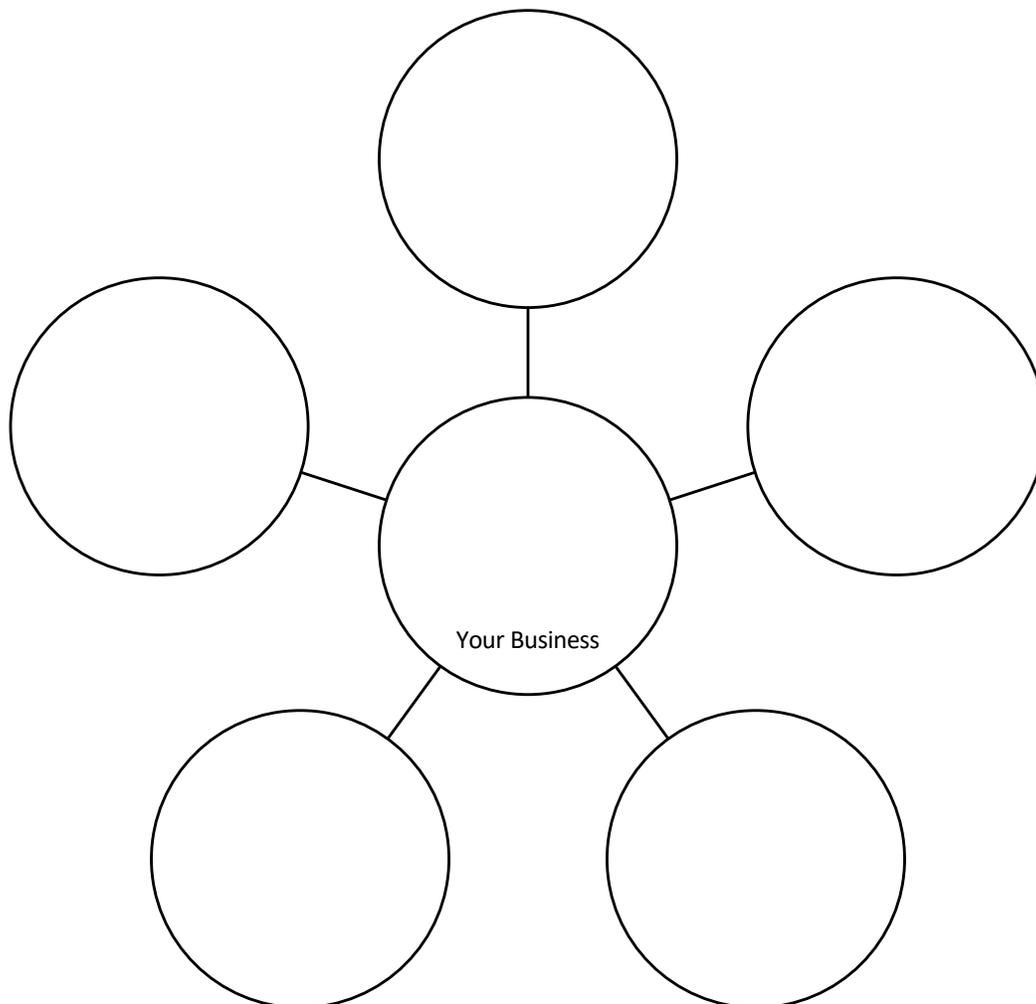
Next, for each profession add the names of people you have already established good relationships with. You should be able to have at least 3 names for each profession.

If you don't have 3 names, then those would be good people to be introduced to. Your NIA members can help you with that, if you properly educate and motivate them.

Worksheet: Referral Hub

Characteristics of Good Referral Partners

- They naturally work with your target audience, but in a non-competitive way.
 - Referring to you helps them add value to their clients.
 - Their business also values receiving referrals. They understand the importance of a referral relationship and put in the same dedication to establish and nurture relationships as you.
 - Their business is perceived as a valuable business by their customers, not a commodity.
 - They have a good reputation in the marketplace and are well connected in the community.
-



Building Your Network – Who do you need to connect to?

Strategic Referral Partners Whom You Can Send You Referrals To

Similarly, to other professionals being able to send you referrals so are you able to refer to other professionals.

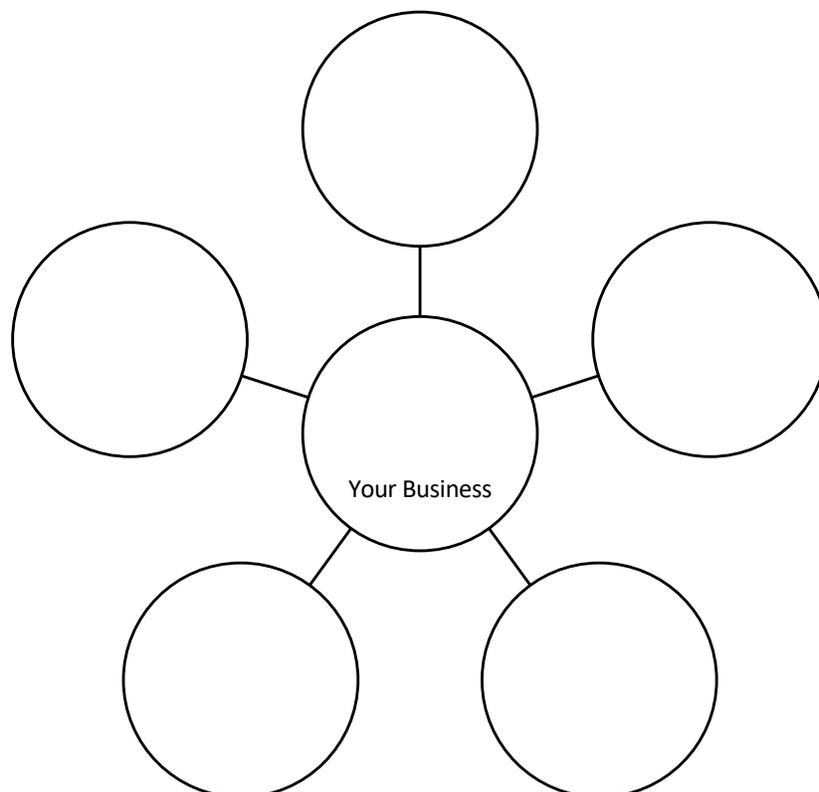
For most service professionals it is important to be able to add value to our clients wherever and whenever we can. Adding value is a significant way that we can build client retention and loyalty and deepen our relationships with our clients.

Because of that, it's important that you build a network of reliable, first-class professionals to whom you can refer your clients to without hesitation.

Exercise

- In this exercise think back over the last 6-12 months and identify to whom you have given referrals to and in what industry they worked.
- Also, think about whether there were circumstances where someone you knew asked you for a referral, but you didn't have a solid contact in your network.
- Another good question to ask is, what type of challenges are your clients encountering that if they had solved would make your job a lot easier?

With those questions fill out the diagram below, you might add extra circles. Fill out whom you already have a strong relationship with, and then, where are the gaps in your network? Those would be good people to add. Again, it's a good rule of thumb to have three professionals per category



Building Your Network – Who do you need to connect to?

People who Can Help You Solve A Business Problem

This is an area that is so often overlooked. Most business owners do not reach out for help enough and therefore struggle unnecessarily with business challenges they are facing. What would happen in your business if the challenge you are up against could be solved? What would else could you focus on?

One value of a great network is to be able to access the people who can help you solve challenges. But too often we think too narrowly about the problem/challenge itself, rather than thinking “who could help me solve this problem?”

Let your network help you bring the right resources to you – to tackle your challenges and achieve your goals.

Exercise

List 3 goals you are currently working on. Now think what type of person you would need to be introduced to who could help you in achieving this goal. Sometimes we can’t easily categorize a person with simply a “profession,” but rather skills, insights, connections, experience, etc. If you are clear who you are looking for, you can ask your NIA members, if they know someone whom they can introduce you to.

Goal:	What Type Of Person Could Help You Solve This Problem
1. _____	_____
2. _____	_____
3. _____	_____

Building Your Network – Who do you need to connect to?

A Potential Client

It is important that your NIA Members clearly understand your services, the problem you are solving for your clients, and who your ideal clients are. It should be the focus of your initial meetings to learn those things about each other. The better job you do in educating your NIA members, the easier you make it for them to refer you. And vice versa, the more you understand about each member, the better you are able to refer them.

Getting to the Confidence Stage is the most important work you can do with your fellow members.

Once you are at that stage, there may be times when you have a very specific “ask.” For example you may want to be introduced to the business owner of a specific business, or to the chair of a specific HOA.

If you have built the relationship, established trust, and are able to educate your members why this type of introduction is a win-win situation, you will be able to get the introductions you are looking for. Often times, these kind of introductions require some work, but can be very profitable.

Exercise

Are there specific professionals you would like to be introduced to? If so, why? What “problem” would you solve for them?

Name	Why	Approach/Value Proposition
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Introductions That Work

Building your network and growing your business all comes down to people connecting with people and creating win-win situations.

To be a successful connector, you not only need to be able to see and anticipate opportunities to connect people, but you also need to master the skill of the introduction.

The Way Not To Do It

"Joe, meet Jane. Jane, meet Joe. You guys should chat."

Anything that looks remotely like that is no way to make an introduction. There's no rhyme or reason for the connection, and people have no idea what they should even talk about. This is pretty self-evident, yet most of us have been on the receiving end of such an introduction, and it's not fun.

The Right Way to Do It

Ideally you communicate with both parties before an introduction is being made to make sure both parties are open to, and have time for the introduction.

- A proper email introduction should look something like this:
- Introduce person A to person B, and explain who person A is. Be sure to mention how you know them.
- Introduce person B to person A, and explain who person B is. Mention how you know them too.
- Give a bit of background. Why did you make this connection in your mind?
- Make a recommendation. What do you hope will happen out of this?
- Any miscellaneous connections or tidbits they should also know about?
- Close it up.

When Email Is Not The Right Approach

Email introductions are by far the most common and efficient ways to make introductions. But sometimes the situation calls for a different approach.

For example, if, as a Business Coach, you would like to introduce a Business Broker to one of our clients, it would be much more appropriate to schedule an in-person meeting, either over a lunch or in a conference room. You can transfer the trust that our client has in you much better because you are there to facilitate your client and the business broker truly connecting. You are able to set proper context, facilitate the conversation, and highlight the win-win situation that you see from such an introduction.

In other situations, a conference call, or video call might be appropriate. Make sure you are intentional about how you facilitate an introduction to increase the probability for it to be successful.

Introductions That Work continued

Exercise:

This exercise is intended to help you think through how you would like to be introduced to a possible referral partner. We use the example of a Business Coach wanting to be introduced to a Financial Advisor. The example section shows how we can prepare a NIA member to facilitate an introduction.

You may want to go through this exercise for each professional you have identified that you'd like to add to your network.

Question	Your Business	Example
<p>Who would be a good introduction for you?</p>		<p>Financial Advisors who have been in business for 5 years or more</p>
<p>How would this person benefit from being introduced to you?</p>		<p>For many business owners most of their net worth is tied up in the value of their business. Financial Advisors who work with business owners therefore mostly “help” with a fraction of the business owner’s net worth. They can’t really help the business owner increase the value of their company.</p> <p>However, for most business owners the sale and the performance of their business is a critical part in their financial and retirement planning.</p> <p>Being able to introduce a qualified business coach who can help the business owner with their business is a huge “value ad” for them and can ultimately help their client meet their financial goals, which is both a win for the financial advisor and his/her client.</p>
<p>What is the best way to make an introduction?</p>		<p>The best way is to start is usually to make a quick phone call to the advisor to see if they have an interest to meet with me.</p> <p>If yes, then the next step would be to make a formal email introduction with an invitation for all three parties to meet for a coffee or lunch.</p>
<p>How specifically would you like to be introduced to this person?</p>		<p>Phone Call, then email.</p> <p>Hi Financial Advisor,</p> <p>I have a Business Coach in my network who I think would be worthwhile getting to know. They specialize in working with business owners to help increase the value of their company before the owner decides to exit. I was thinking that this might be relevant for some of your clients at some point.</p> <p>And you could probably be good referral partners. Do you think it would be worthwhile making an introduction?</p> <p>From there set up a lunch meeting.</p>

Using the Network in Action Platform

Network in Action provides a robust online platform that allows you to stay connected and engage with your member 24/7. You will have full access to all functions by logging into your account on a web browser, but the NIA App (Iphone, Android) has most functions as well!

You can find a quick overview on how to use the platform here:

<https://www.networkinaction.com/orientation/>

Some of the main ways you will use the platform are:

- Maintain your own profile
- Learn about your fellow members by reading their profiles.
- Search for other NIA members for referrals and introductions
- Passing and tracking referrals
- Tracking referrals your have received
- Keeping track of other activities
- Engage with other group members & post about events special offers you may have etc.
- RSVP to events
- Use the Reputation Management System to collect review for your business
- and more

Since we know that engaged members will get a lot more out of their membership we have “gamified” engagement with the online portal and the app. You will receive points for certain activities that will then be displayed on a group scorecard.

For most engaged members we will have some prizes at our monthly meeting. Of course, the real benefit is to you building a strong network.

Score Points

	Rule Name	Rule Description	Points
	Sent a Referral	Points earned when you send a Referral to another member	50
	Closed a Deal	Points earned when you close a deal	50
	Create Connection	Points Earned when you play cupid	25
	Suggest One-To-One	Points when you Suggest a One-To-One (Community Builders Only)	25
	SMS	Points when you send a text. (Community Builders Only)	25
	Add New Group's Discussion	Give points when registered user created new discussion on group.	10
	Upload profile avatar	Give points when registered user upload profile avatar.	10
	Add video	Add points when user adds a video.	10
	Add Event	Add points when user created new event.	10
	New user	Assign points to new users	5
	Upload Photo	Give points when registered user upload photos.	5
	Add New Photo Album	Give points when registered user added new photo album.	5
	Post Group Wall	Give points when registered user post wall on group.	5
	Post Event Wall	Give points when registered user post wall on event.	5
	Reply Group's Discussion	Give points when registered user replied on group's discussion.	5
	Post Wall	Give points when registered user post a wall on profile.	5
	Profile Status Update	Give points when registered user update their profile status.	5
	Profile Update	Give points when registered user update their profile.	5
	Update group	Give points when registered user update the group.	5
	Create Group's News	Give points when registered user add group's news.	5
	Post Wall for photos	Give points when registered user post wall at photos.	5
	Reply Messages	Give points when registered user reply a message.	5
	Send Messages	Give points when registered user send a message.	5
	Change profile cover	Add points when user change the profile cover photo	5
	Change event cover	Add points when user change the event cover photo	5
	Comment album	Add points of points when new album comment is added	5
	Comment video	Add points of points when new video comment is added	5
	Send a Message	Points earned when you send a message.	5
	Approve Friend Request	Give points to both parties when registered user approved friend request.	2
	Update privacy	Give points when registered user updated privacy.	1

Reputation Management System

Small business owners know the power of positive reviews. Showing up as a “credible” business with recent 5-Star reviews can significantly accelerate business growth.

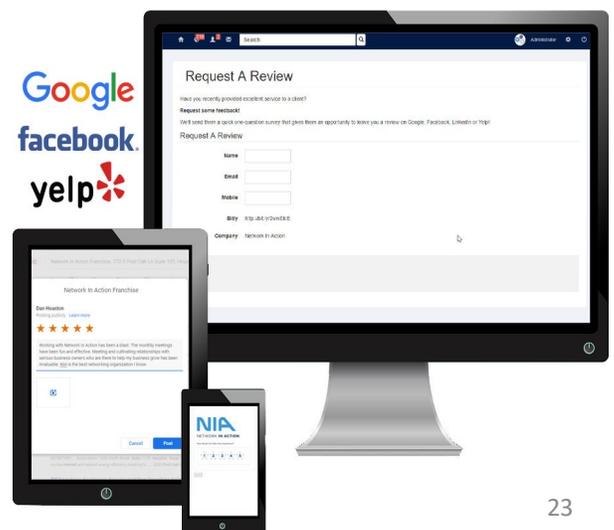
As a Network in Action member you have access to your very own Reputation Management System. Through the NIA Platform you are able to send an email or text (or both) with a link that will allow that person to give them a Google, Facebook, or Yelp review in 3 clicks. This will make it very easy to build up your online reputation with the help of fellow Network in Action Members.

Here are some statistics that highlight the importance of online reviews:

- 85% of consumers trust online reviews as much as personal recommendations.
- Peers are now considered to be as credible as experts.
- Positive reviews make 73% of consumers trust a local business more.
- 64% trust online search engines the most when conducting research on a business.
- 83% of buyers no longer trust advertising, but most trust recommendations from users online.
- 85% of customers use the Internet to research before making a purchase.
- 74% of people consult Yelp when looking for a home service provider.
- 86% of people would pay more for services from a company with higher ratings and reviews.
- 77% of consumers think that reviews older than 3 months aren't relevant.
- Reviews are the second most powerful ranking factor for Google's local pack.
- In Google search results, reviews have 7% influence on rankings.
- Going from 3-star to a 5-star rating delivers businesses 25% more clicks from Google.

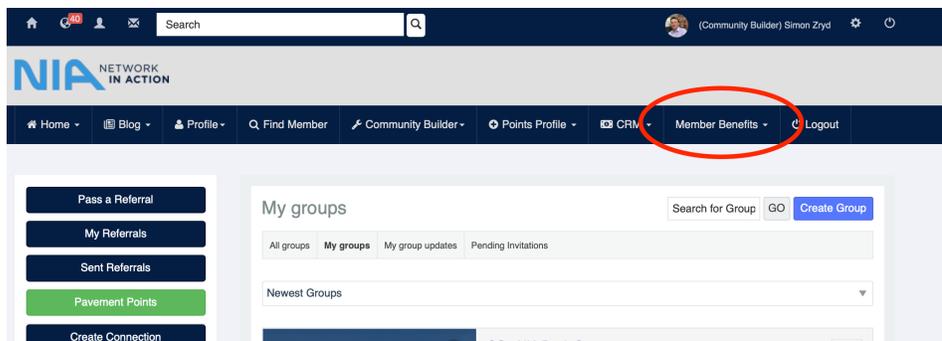
Get RepMan Set Up

Please let your Community Builder know if you'd like to take advantage of this offering. The Community Builder will walk you through how to set up a Google My Business Page if you don't have one already and then link it up to our system.



Business Solutions

In addition to providing a great environment for building relationships Network in Action also provides a variety of additional business tools and resources that help small business owners expedite their growth and success. Some of those resources come complimentary with your NIA membership, others are available at a member discount. You can find the list of services through your member portal:



As of now the following services are available. This list continues to grow, so make sure to come back often to check it out:

Publishing Articles Online For Higher Google Ranking

If having a good google ranking for your website is important to your business and you are creating valuable content for your website, then Network in Action provides an opportunity to publish article on NIA's main website and then link the article back to your website. Having backlinks to your own website from other high authority sites will help your website rank higher. All we ask is that the article you submit is educational and not a sales pitch for your services.

Please contact your Community Builder if you want to find out more and/or take advantage of this additional value add.

NIA University For DIY Business Coaching

All Network in Action Members have free access to one of the worlds most extensive DIY business coaching platform. Many business coaches use this platform as the basis for their coaching services and charge up to \$500+/month for it.

You can access the NIA University at <https://niavirtualcoach.com> and set up your own account. The best way to get started is "launch" the customized roadmap. You will find that on home page once you are logged in.

This coaching platform is very extensive, so please don't hesitate to reach out to your Community Builder to get an initial orientation and overview.

Business Solutions



CRM System to Organize Your Contacts

While most business owners and professionals already have their own CRM system, sometimes it's helpful to have a backup and/or a second system where you organize your networking contacts vs. your customers or prospects. Once the CRM is set up you can directly access it from the Network in Action Online Platform.

Ask your Community Builder for help setting up the CRM for you.

Language Translation

One-stop-shop for professional translation and interpreting services.

DISC Profile

A DiSC Profile Assessment is a behavioral assessment tool that helps individuals understand their own behavior and communication style, as well as those of others. Based on four behavioral traits, the assessment provides insights into how to communicate effectively with different personality types and work collaboratively. Say goodbye to misunderstandings and hello to improved relationships and productivity with DiSC Profile Assessment. Enjoy a discount with your NIA Membership!

SMS + Email Marketing Automation

RocketFuel Marketing automation software streamlines and automates repetitive marketing tasks to save you time and effort. With powerful features such as email automation, SMS messaging, lead management, and analytics, you can create personalized campaigns and track their success across multiple channels. Say goodbye to manual processes and hello to increased productivity and better results with marketing automation software. Enjoy a discount with your NIA Membership!

Expedited U.S. Passports

Need a US Passport Expedited? This team will guide you through the application process and ensure all requirements are met. Your application will be prioritized and processed in as little as 24 hours so that you can travel with peace of mind. Enjoy a discount with your NIA Membership!

Notary Public Service

Need a Notary that works across the USA? Work with an agency that partners with experienced loan signing agents who are NNA certified. Loan Signing, Apostille and Embassy and General Mobile Notary Services among other services. Enjoy a discount with your NIA Membership!

Business Solutions



Merchant Services

Need Credit Card Processing? Customized solutions to help businesses save money, save time, increase profits, attract new customers, increase loyalty, and simplify their merchant services and other critical operations. Enjoy a discount with your NIA Membership!

Background Checks

Need a comprehensive and thorough screening solution for pre-employment, criminal records, personal and professional references, education and employment verification, and more? Trust us to provide accurate and reliable information. Enjoy a discount with your NIA Membership!

LinkedIn Training

Learn how to leverage LinkedIn to generate meaningful conversations with ideal clients. Live coaching and LinkedIn workshops, in just 15 minutes a day you will learn how to take your networking and business development to the next level and get to your goals. Enjoy a discount with your NIA Membership!

Estimating Software

Give Your potential clients a ballpark cost estimate right from your website. This builds a bucket of solid leads and weeds out non-qualified candidates. Streamline the time you spend estimating jobs and get more time back in your day. Enjoy a discount with your NIA Membership!

List Building

AI-powered software that builds contact lists from LinkedIn and other sources using machine learning algorithms for efficient and accurate data gathering. List Available by Zip Code, and or industry. Enjoy a discount with your NIA Membership!

Business Concierge

How can we help you?

NIA Rules and Regulations

There is an initial application fee that covers your background check, business assessment and hosted profile page. Once the fee is submitted it is nonrefundable.

Fees are nonrefundable. In rare instances a credit can be given, upon request, to members who are forced to give up their place in the group for the unused portion of their time.

Fees in the group are transferable with prior written notice. Typically, this would occur when one person from a member company is replacing another person in the same group and employed with the same company.

NIA Denver Metro is a referral group provided by NIA Intl. LLC. NIA and any of our franchise owners reserve the right to discontinue a member's participation in the group. If a member feels as if they have been unduly removed they are allowed to provide a written request to NIA LLC. To be reinstated.

Attendance

Your attendance is critical to the success of the group. Since we meet 12 times annually meeting attendance is even more critical. 100% attendance is expected. On the rare occasions you do have to miss you are expected to send a replacement, if possible. Missing a meeting and not sending a replacement costs your fellow members business. If you miss more than two meetings during your membership, without a substitute you may lose your membership. Adherence to the attendance policy will be enforced.

Multi-Level Marketing

Members of NIA can represent their products or services but not the business opportunity element of their business.

Dues On Payment Plan

NIA offers members the opportunity to finance their annual dues for membership with no interests. Since we are in the business of "Creating relationships that last a lifetime" we only offer annual memberships. If for any reason you leave the group prior to the end of your 12-month commitment you remain responsible for the remainder of the dues obligation.

The franchise owner may fill your seat in the group prior to the end of your annual commitment. In that instance and only then will you no longer be responsible for dues owed. The franchise is not obligated to fill that position.

NIA Rules and Regulations continued

The NIA ROI Guarantee

NIA is the only organization of its kind that offers a ROI guarantee on each member's investment. There is a trade off on this partnership. A member must attend 11 of the 12 meetings during the term of their contract.

Additionally, the member must pass 12 legitimate referrals during the course of the year on the NIA system.

Members also must go online regularly and close their own business on the system. In return for these efforts there is a certain amount of return a franchise owner can offer to guarantee. Should this number not be hit during the first 12 months the member is entitled to a second year at no costs. The member still must attend all meetings and pass a minimum of 1 referral a month on average, or they may be replaced in the group during the second year.

Growing Our Groups

Our goal is to have at least 24 members in every group. We always focus on quality over numbers.

While it is the Community Builder's responsibility to grow our group, there is nothing more powerful than one business owner talking to another about the benefits of being a member of Network in Action.

There are several benefits to having a larger group, for example, we are able to pass more referrals to each other, we are able to develop more referral relationships, we are less impacted by natural attrition – and many more.

The best way you can support us is by telling fellow business owners about our group and make an introduction to your Community Builder. Of course, you can always bring a guest along to one of our meetings and we encourage you to do so.

Even though a certain category might be already taken in your group, it is still helpful for the Community Builder to get your introductions. We are growing as a brand, with currently 6 groups there might be an opening in another group, and we also have a waitlist for new groups we plan to start in the future.

Referral Bonus Program

- If you refer a member to one of our Network in Action groups, you will receive a \$250 bonus.
- If you refer 3 members to our Network in Action groups, you will receive a free one-year membership.

Recommended Books For Business Owners

Networking

- **Superconnector** by Scott Gerber & Ryan Paugh,
- **How To Be A Power Connector** by Judy Robinett
- **Never Eat Alone** by Keith Ferrazzi
- **The Go Giver** by Bob Burg
- **Giftology** by John Ruhlin
- **Give and Take** by Adam Grant
- **Build Your Dream Network** by J. Kelly Hoey
- **The Connector's Advantage** by Michelle Tillis Lederman
- **The Art of Possibility** by Rosamund Stone Zander and Benjamin Zander

