

**kyle**SEXTON

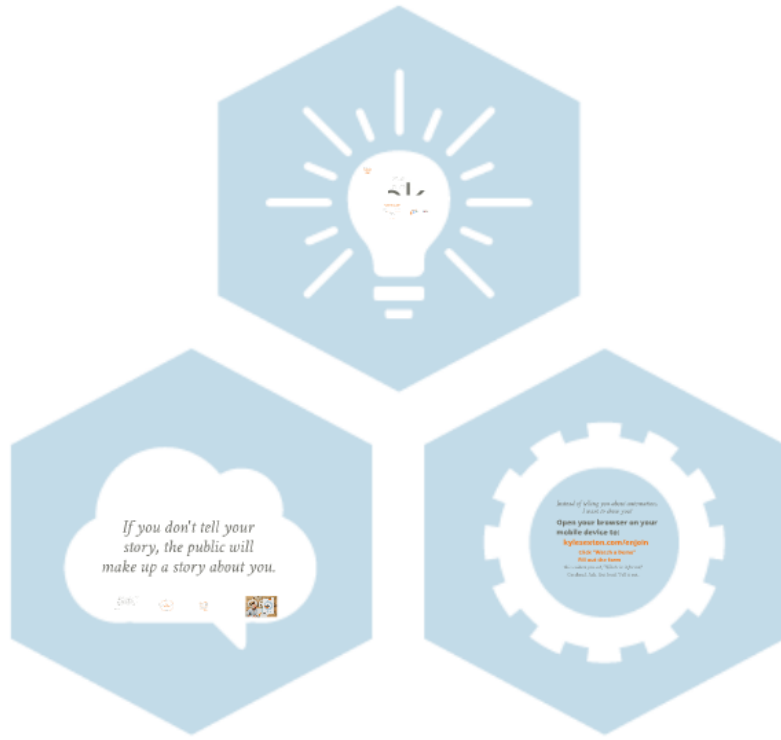
### **3 Threats to Your Success**

*are related to these statements*

**You're Not Running an Organization**

**If you're not telling your story,  
the public is making up a story about you**

**If you're not automating,  
you're not running anything... it's running you**



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# 3 Threats to Your Success

*are related to these statements*

## **You're Not Running an Organization**

**If you're not telling your story,  
the public is making up a story about you**

**If you're not automating,  
you're not running anything... it's running you**

*I'm going to start by saying*

**THANK**

**YOU**

# reMEMBERSHIP

New Strategies for Remarkable  
Membership Organizations



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reMEMBERSHIP

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*Instead of telling you about automation,  
I want to show you!*

**Open your browser on your  
mobile device to:**

**[kylesexton.com/enjoin](https://kylesexton.com/enjoin)**

**Click "Watch a Demo"**

**Fill out the form**

*this is where you ask, "What's in it for me?"*

Go ahead. Ask. Out loud. Yell it out.

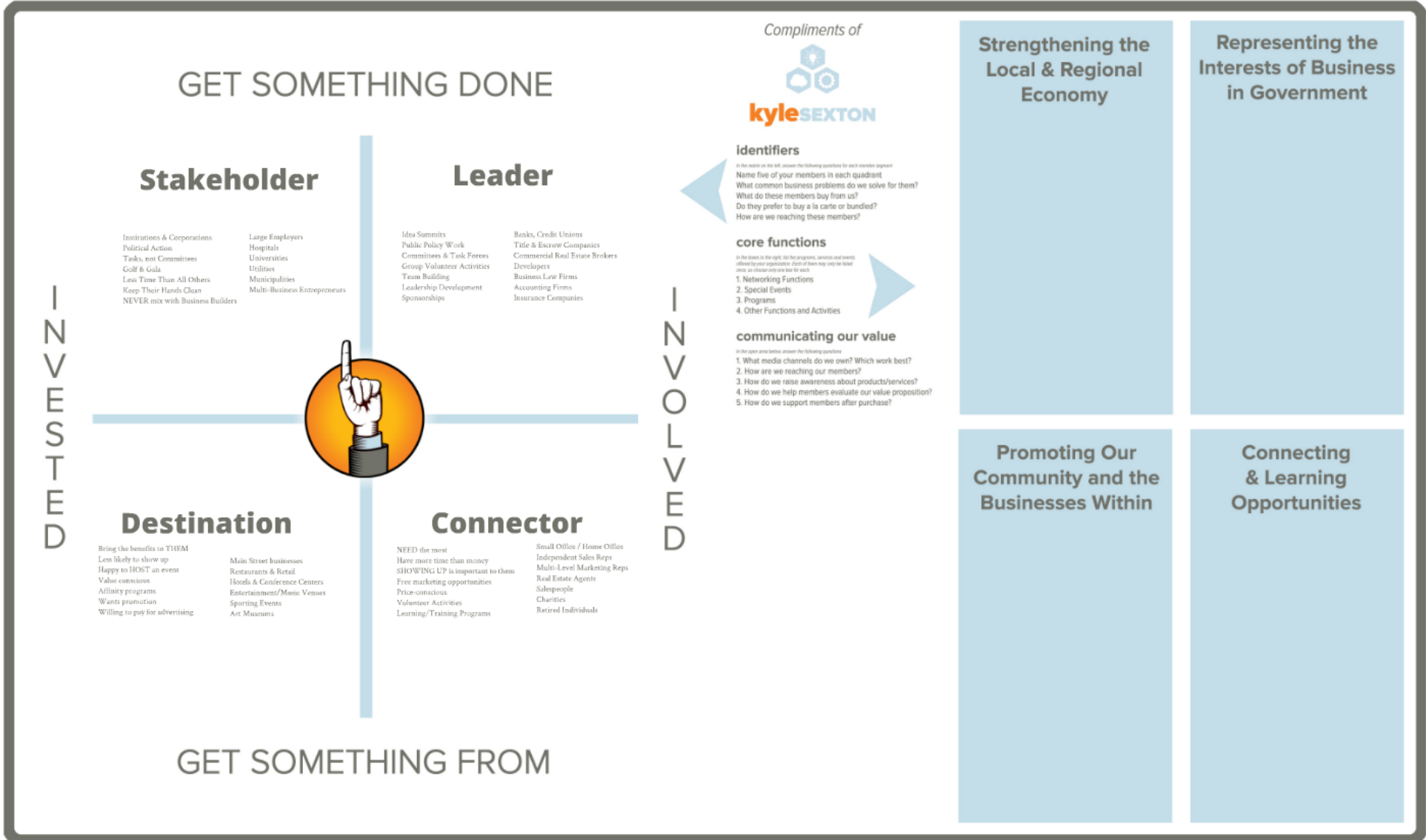
# map to reMEMBERSHIP

RemembershipBook.com 888.899.8374

ORGANIZATION:

AUTHORED BY:

ON:



GET SOMETHING DONE

## Stakeholder

Institutions & Corporations  
Political Action  
Tasks, not Committees  
Golf & Gala  
Less Time Than All Others  
Keep Their Hands Clean  
NEVER mix with Business Builders

Large Employers  
Hospitals  
Universities  
Utilities  
Municipalities  
Multi-Business Entrepreneurs

## Leader

Idea Summits  
Public Policy Work  
Committees & Task Forces  
Group Volunteer Activities  
Team Building  
Leadership Development  
Sponsorships

Risks, Credit Unions  
Title & Escrow Companies  
Commercial Real Estate Brokers  
Developers  
Business Law Firms  
Accounting Firms  
Insurance Companies

## Destination

Bring the benefits to THEM  
Less likely to show up  
Happy to HOST an event  
Value conscious  
Affinity programs  
Wants promotion  
Willing to pay for advertising

Main Street Businesses  
Restaurants & Retail  
Hotels & Conference Centers  
Entertainments/Music Venues  
Sporting Events  
Art Museums

## Connector

NEED the most  
Have more time than money  
SHOWING UP is important to them  
Free marketing opportunities  
Price-conscious  
Volunteer Activities  
Learning/Training Programs

Small Office / Home Office  
Independent Sales Reps  
Multi-Level Marketing Reps  
Real Estate Agents  
Salespeople  
Charities  
Retired Individuals

GET SOMETHING FROM

Compliments of



### Identifiers

In the notes on the left, answer the following questions for each member segment:  
Name five of your members in each quadrant.  
What common business problems do we solve for them?  
What do these members buy from us?  
Do they prefer to buy a la carte or bundled?  
How are we reaching these members?

### core functions

In the notes on the right, list the programs, services and events offered by our organization. Circle at least one key benefit or service and list one goal for each.

1. Networking Functions
2. Special Events
3. Programs
4. Other Functions and Activities

### communicating our value

In the open areas below, answer the following questions:

1. What media channels do we own? Which work best?
2. How are we reaching our members?
3. How do we raise awareness about products/services?
4. How do we help members evaluate our value proposition?
5. How do we support members after purchase?

Strengthening the Local & Regional Economy

Representing the Interests of Business in Government

Promoting Our Community and the Businesses Within

Connecting & Learning Opportunities

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# GET SOMETHING DONE

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# GET SOMETHING FROM

### identifiers

In the matrix on the left, answer the following questions:  
 Name five of your most important business partners.  
 What common business activities do these members share?  
 Do they prefer to buy or sell?  
 How are we reaching them?

### core functions

In the boxes to the right, list the primary functions offered by your organization. Each box represents one function. Choose only one box for each function.  
 1. Networking Functions  
 2. Special Events  
 3. Programs  
 4. Other Functions and Services

### communication

In the open areas below, answer the following questions:  
 1. What media channels are we using?  
 2. How are we reaching our target audience?  
 3. How do we raise awareness?  
 4. How do we help our members succeed?  
 5. How do we support our members?

# Allow members to choose their own investment

Which was selected by 80%?

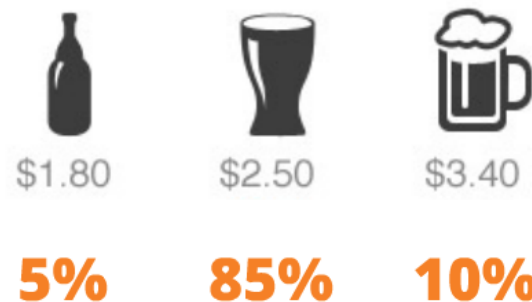


Which was selected by 80%?



Priceless: The Myth of Fair Value  
(and How to Take Advantage of It)  
by William Poundstone

Which was selected by 85%?



Which was  
selected by  
80%?



\$1.80

**20%**



\$2.50

**80%**

Priceless:  
(and How

Which was selected by 80%?



\$1.60

**0%**



\$1.80

**80%**



\$2.50

**20%**

(and How to Take Advantage of It)

by William Poundstone

# Which was selected by 85%?



\$1.80

**5%**



\$2.50

**85%**



\$3.40

**10%**



80%

\$1

0

Priceless: The Myth of Fair Value  
(and How to Take Advantage of It)  
by William Poundstone

Which was selected by 85



# The Investor's Paradox

Transactional members need more benefits than Stakeholders

Stakeholders want something different than transactional members

\$



\$



\$



# MENU: LESSONS LEARNED

[MAKE A NAME FOR YOURSELF]

State	Revenue	Expenses	Profit	Assets	Liabilities	Equity
Alabama	1,114	1,176	638	536	1,100	536
Alaska	106	106	106	106	106	106
Arizona	101	101	101	101	101	101
Arkansas	101	101	101	101	101	101
California	101	101	101	101	101	101
Colorado	101	101	101	101	101	101
Connecticut	101	101	101	101	101	101
Delaware	101	101	101	101	101	101
Florida	101	101	101	101	101	101
Georgia	101	101	101	101	101	101
Hawaii	101	101	101	101	101	101
Idaho	101	101	101	101	101	101
Illinois	101	101	101	101	101	101
Indiana	101	101	101	101	101	101
Iowa	101	101	101	101	101	101
Kansas	101	101	101	101	101	101
Kentucky	101	101	101	101	101	101
Louisiana	101	101	101	101	101	101
Maine	101	101	101	101	101	101
Maryland	101	101	101	101	101	101
Massachusetts	101	101	101	101	101	101
Michigan	101	101	101	101	101	101
Minnesota	101	101	101	101	101	101
Mississippi	101	101	101	101	101	101
Missouri	101	101	101	101	101	101
Montana	101	101	101	101	101	101
Nebraska	101	101	101	101	101	101
Nevada	101	101	101	101	101	101
New Hampshire	101	101	101	101	101	101
New Jersey	101	101	101	101	101	101
New Mexico	101	101	101	101	101	101
New York	101	101	101	101	101	101
North Carolina	101	101	101	101	101	101
North Dakota	101	101	101	101	101	101
Ohio	101	101	101	101	101	101
Oklahoma	101	101	101	101	101	101
Oregon	101	101	101	101	101	101
Pennsylvania	101	101	101	101	101	101
Rhode Island	101	101	101	101	101	101
South Carolina	101	101	101	101	101	101
South Dakota	101	101	101	101	101	101
Tennessee	101	101	101	101	101	101
Texas	101	101	101	101	101	101
Utah	101	101	101	101	101	101
Vermont	101	101	101	101	101	101
Virginia	101	101	101	101	101	101
Washington	101	101	101	101	101	101
West Virginia	101	101	101	101	101	101
Wisconsin	101	101	101	101	101	101
Wyoming	101	101	101	101	101	101
Total	101	101	101	101	101	101

**HELLO, I AM Invested**  
IN YOUR COMPANY'S FUTURE

**THE PREEMINENT ORGANIZATION OF LEADERSHIP**  
IN YOUR COMMUNITY

**NATIONAL STUDY:**  
Consumers 63% More Likely to Buy From Chamber Members

The recent history of the economy only shows why your membership is so important.

Businesses that are members of the Chamber are 63% more likely to be purchased by consumers. This is a significant advantage in a competitive market.

Key benefits of membership include:

- Increased visibility and credibility
- Access to exclusive networking opportunities
- Enhanced marketing and advertising options
- Priority access to government and industry events
- Specialized training and development programs

Membership levels and pricing:

- \$5,000 - PRESIDENT'S BOARD CIRCLE
- \$2,500 - VICE PRESIDENT CIRCLE
- \$1,500 - HONORARY MEMBER
- \$750 - DISTINGUISHED MEMBER
- \$500 - CORPORATE MEMBER
- \$250 - BUSINESS MEMBER

Sign up today. The only way to ensure a positive future for your business is to join the Chamber of Commerce.

**BRAD MEIER**  
President & CEO

**\$9,000+** VISIONARY  
**\$4,800+** TRANSFORM  
**\$2,400+** ADVANCE  
**\$900** SPOTLIGHT  
**\$679** MEMBER BENCHMARK  
**\$440** TRADITIONAL

*"I'm excited to work with chamber members, leadership, key stakeholders and regional partners to build on the chamber's reputation as the preeminent membership organization for business."*

**BRAD MEIER**  
President & CEO

NEW OPPORTUNITIES THROUGH RELATIONSHIPS

**TRADITIONAL \$440**  
VALUED AT MORE THAN \$900 ANNUALLY

At the Chamber, we believe you deserve to find a room full of people just like you who can share your story and become an army of salespeople for you. We understand how hard it is to get connected with the right people who can help you grow your business, which is why we are on a mission to be the number-one connector of business owners.

**TO GET CONNECTED:**

1. Join today
2. Schedule an orientation with our membership concierge
3. Attend your first event and meet other business owners just like you

**JOIN TODAY!** Get the connections you need to feel capable and well-informed. Build relationships with other business owners who often become life-long friends.

**CONNECTING YOU TO OUR REGION**

- Business referrals exclusively for members
- Search-engine-optimized business listing on Owtalonia.org helps your Google rankings include business description
- Invitation to connection events
- Learn how to access the business of your membership at our Member Orientation Luncheon
- Member Door Decal - list the community you're invested in Owtalonia
- Accept Chamber Gift Certificates (\$75,000 annually throughout Owtalonia)

- New members receive an Ambassador visit with a plaque presentation and photo - shared on Owtalonia.org and in the Owtalonia People's Press
- News and Updates Business Brief newsletter, expert advice, press releases, new members, Owtalonia.org Tools
- Business advocacy and representation at regional governmental meetings
- Eligible to advertising and visibility in Chamber Pack, newsletter, Chamber Radio Show, mailing list and more
- Community event sponsorships of the Annual Dinner, Golf Event, Business After Hours, Business Boot Camp, AM Advocacy and more
- Grow your network at 60 events annually - over 2,200 contacts
- Crime Alerts by email
- Member Introduction at Business After Hours and Board of Directors Meeting
- Committee Service - Serving on a Chamber Committee = More Contacts
- Apply to Owtalonia Community Leadership Academy, ten month leadership development and community awareness program
- Notary Public - Notary on Staff
- Certificates of Origin - International Shipping Origin Stamp
- Employee Recruitment Materials - Professional Community Sales Materials for Your Use
- Reserve a conference room for your meetings
- Low-cost for equipment usage

750 membership is not available to companies of 25 employees or more

\$9,000+

\$4,800+

\$2,400+

\$900

\$679

\$440

VISIONARY

TRANSFORM

ADVANCE

SPOTLIGHT

MEMBER BENCHMARK

TRADITIONAL



# Member or Investor?

$$\begin{aligned} & \text{Total Annual Revenues} \\ & - \text{Grant/Contract Revenues} \\ & \hline & = \text{Adjusted Annual Revenue} \\ & / \text{Number of members today} \\ & \hline & = \text{INVESTOR BENCHMARK} \end{aligned}$$

*If you don't tell your story, the public will make up a story about you.*

Don't have time to participate (68%)  
Don't see the value (49%)  
Corporate office policy (45%)  
Membership costs too much (18%)  
Don't do business locally (10%)

WACE



Don't have time to participate (68%)

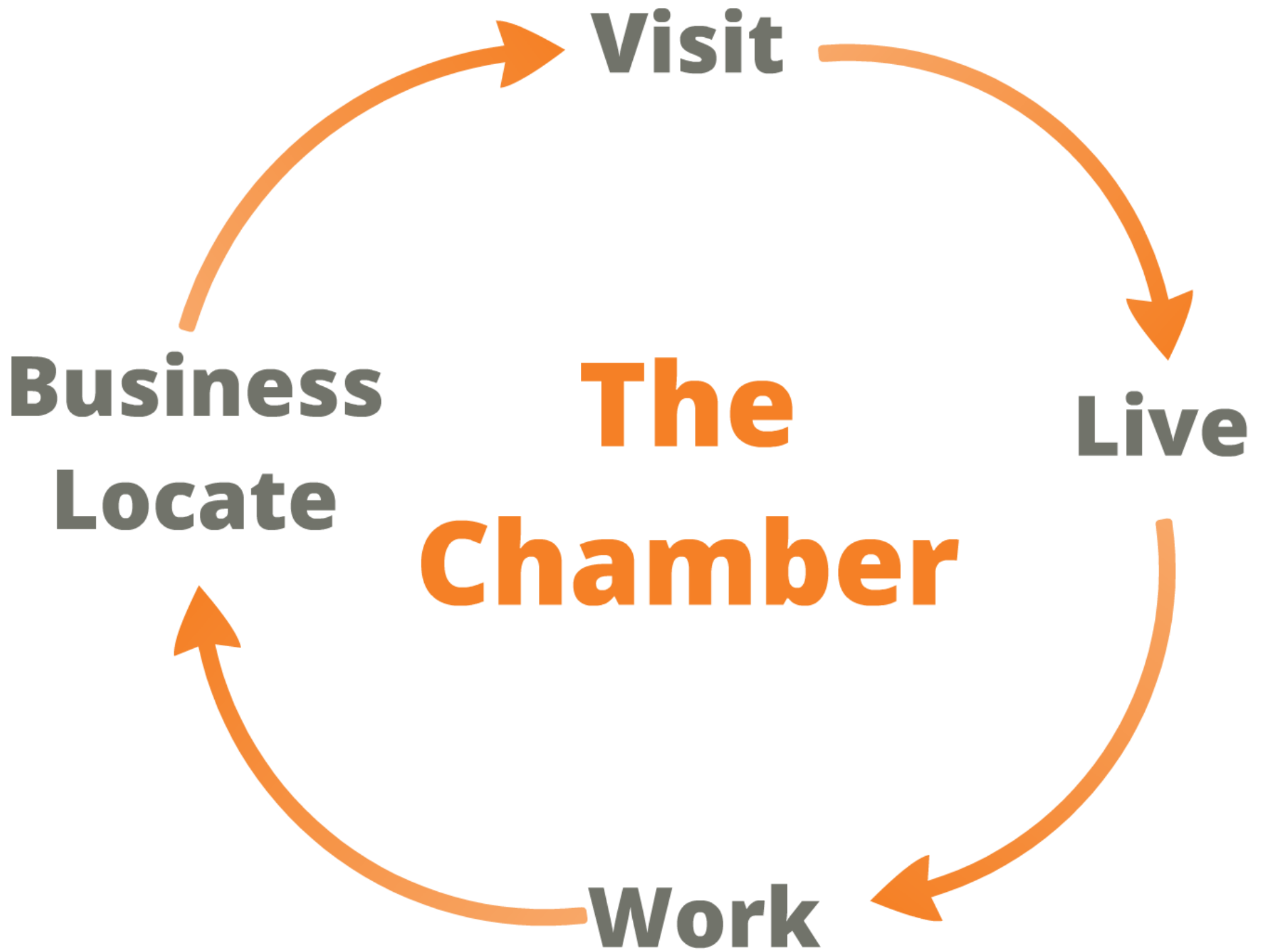
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WACE





# map to **reMEMBERSHIP**

RemembershipBook.com 888.899.8374

ORGANIZATION:

AUTHORED BY:

ON:

GET SOMETHING DONE

**RELATIONSHIPS**

Talent & Workforce  
Economy  
Regulations

**CONTENT**

Marketing  
Hiring Sales

**CONTENT**

**SERVICE & LEADERSHIP**

Leadership Development

**Positioning**

Succession Planning

**CONTENT**

Learning & Best Practices  
Connecting Fundraising

**EVENTS & PROGRAMS**  
**CONTENT**

GET SOMETHING FROM

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**identifiers**

*In the boxes on the left, answer the following questions for each member segment.*  
Name five of your members in each quadrant.  
What common business problems do we solve for them?  
What do these members buy from us?  
Do they prefer to buy a la carte or bundled?  
How are we reaching these members?

**core functions**

*In the boxes to the right, list the programs, services and events offered by your organization. Each of them may only be listed once, so choose only one box for each.*  
1. Networking Functions  
2. Special Events  
3. Programs  
4. Other Functions and Activities

**communicating our value**

*In the open area below, answer the following questions.*  
1. What media channels do we own? Which work best?  
2. How are we reaching our members?  
3. How do we raise awareness about products/services?  
4. How do we help members evaluate our value proposition?  
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**Strengthening the Local & Regional Economy**

**Representing the Interests of Business in Government**

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**communicating our vision**

In the open area below, answer the following questions:

1. What media channels do we own? Why?
2. How are we reaching our members?
3. How do we raise awareness about programs?
4. How do we help members evaluate our programs?
5. How do we support members after purchase?



**CHAMBERtoday**

PUBLISHING  
PLUG&PLAY  
**BOOK**  
FOR CHAMBERS OF COMMERCE

**kyleSEXTON**

**kyleSEXTON**

ON

**kyle**SEXTON



// MARKETING STRATEGIST

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