

# Membership do's: *Leverage your club affiliations*

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A great way to keep consistent, productive, and profitable in networking is to join a club or association. There are several benefits to being intentional about how you spend your time, dollars, and energy. Whether formal or informal, club affiliations offer a plethora of resources and opportunities for the savvy business networker. Listed below are quick tips to consider when interacting with these groups.

## Do Your Due Diligence

Sign up, register, or join a club with the purpose of adding value. Go beyond being just a paying member or a random name on a roster. Attend events and meetings with the intent to connect. Take the time to get to know members and build quality relations. Schedule appointments with the director or president to update them on your goals and expectations. Consider leadership positions within the club and other volunteering opportunities. Being active allows you to promote, and market your personal and business brands. It also can give you access to resources and opportunities. If your club has regional, national or international chapters, reach out to those members, as well.

## Do Your Very Best

Achieve greater success by being fully committed, passionate, and enthusiastic about networking. Approach tasks, meetings, and projects with a growth and winning mindset. Create a plan for networking and follow through with it. Schedule your calendar to prioritize



events, organize your time and properly allocate your resources; as well as, mitigate the chance of getting burned out. Take into account that networking can be an integral part of your business and lifestyle, rather than an add on. Refer to the checklist below before going to an event or session:

- Can I comfortably and clearly say my elevator pitch?
- Do I have a few questions that I can use to engage in conversations?
- Do I have plenty of business cards for the event? Or contact info readily to share in a virtual event?
- Do I have a call to action when I promptly follow up?

## Do A Self Assessment

The best way to evaluate your progress in networking is to do an evaluation. Create a self assessment (weekly, monthly, quarterly or annually) which permits you to identify your objectives, abilities, actions, etc. Use the information to establish benchmarks, ask questions, uncover problems, and create solutions for advancement.

Below are a few questions to lead you in the right direction:

- Do my values align with my purpose for networking?
- Am I meeting my networking goals? If not, where am I getting stuck?
- Am I experiencing any unexpected challenges? How can I alleviate or correct them?
- Are my networking activities benefiting my business or hindering it?
- Is my networking providing the right structure to build, maintain, and grow relationships?

Additionally, this enables responsibility and accountability toward your business endeavors. As a member of a club or association, “do” the right things to gain the right outcomes. Be focused and strategic in your objectives, activities and interactions. Use tools and metrics to observe your progress and/or make necessary changes for advancement. Propel forward with a positive and growth mindset for continued success.

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