



2009 Play Book

7 Secrets to turning your Chamber membership investment into big winnings!

1. Bring a supply of your **business cards** and **brochures** to the chamber office so they can be displayed to visitors and other business owners. Or bring them to the next chamber mixer and give them to a chamber Ambassador who will be happy to drop them off at the chamber for you.
2. Submit a **quarterly press release** to the **Chamber Connections** publication announcing any business or industry accomplishments such as certifications, new products, relocations or upcoming events. This can be anything newsworthy to let fellow chamber members know about your business and create "Top of Mind" awareness.
3. Attend the monthly **Business After Hours (BAH)** mixers. Bring business cards and your best elevator speech. Look for an Ambassador who will be happy to show you around and introduce you to fellow chamber members who can help promote your business.
4. Send out **periodic promotions and updates to the chamber members**. With your membership you are entitled to a list of all current chamber members. By joining the Chamber you have just increased your database by more than 500 potential new clients and customers.
5. Buy an **advertisement in the Chamber directory** that has a 1 year shelf life on the desks, credenzas of local business owners and leaders.
6. Provide and promote **10%-20% discounts to fellow chamber members** to utilize your products and services. Incentives work!
7. Place **advertisement online with the Chamber's website**

BONUS: Post up to 50 words describing your company's service on the chamber website.

BONUS: Participate in the 5 minute power networking sessions at the Chamber.

BONUS: Become an Ambassador and get to know other thriving businesses owners who will refer you business.

BONUS: Attend low cost Business Seminars to enhance your professional development.

BONUS: Refer a friend/business that joins the Chamber and receive a \$25 coupon towards any Chamber benefit. (membership cost, advertising, seminars, etc)