

# MBX Basic Practices

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MBX practices that will make us a better chapter.

1. **Don't sit down** until our president calls us to order. Use that few minutes from your arrival until then as an opportunity to move around in the group, meet new people, act like a host, and pass referrals.
2. **Remember that "lead" is a 4-letter word.** We don't give leads; we give referrals. This is a very important distinction because it helps to remind us what we are doing. Referrals are warm. Leads are cold.
3. **Bring guests to our meeting.** Each guest is worth \$1000, on an average, to the chapter, even if they don't join. Better yet if they become members.
4. **Use the 60-second Infomercial form to create your infomercials.** It will help you to be fresh, creative, and thorough. It is not helpful to you to tell us the same thing week after week. The more ideas you give us, the larger the referral base you will get.
5. **Remember that "givers gain."** Make referrals. Introduce fellow MBXers to your friends. Schedule dance cards with members. The more you contribute, unselfishly, to the group, the more you will see returning to you in referrals and other benefits.