

MBX Impact Teams, #2

In the MBX education minute entitled “Impact Teams” we discussed the five major impact teams that are the most logical and effective. These teams are: Home Services, Financial, Personal, Health and Wellness, and Business Services.

Home Services are those businesses that have anything to do with a home. They include real estate, mortgage, home inspections, landscaper, remodeling, HVAC, pest control, or any other profession that in some way provides services for a home.

Financial Services handle money in one way or another. Typical businesses in this category include CPA’s, Financial Advisors, Banks, and estate attorneys.

Personal Services is the most difficult impact group to build. It includes cosmetics sales, body shops, mechanic shops, auto sales, apparel sales, interior designer, life coach, photographer, and so on.

Health and Wellness Services is any profession that deals with health in one way or another. This group can include chiropractic, cosmetic sales, dentist, massage therapists, fitness trainer, eye doctor, etc.

Business Services is comprised of the businesses such as CPA’s, banks, computer sales, payroll services, printers, promotional services, and business coach.

Being a member of an impact team doubles or triples your advantages in being part of MBX. Solo participation, while helpful, is like driving a Porsche in low gear. It’s nice to be in the Porsche, but low gear keeps you from experiencing some of the more exciting reasons for driving it.

Here are a few of the advantages. 1) Impact Teams allow you to drill deeper into MBX relationships and to gain a better and clearer understanding of what you can do for other members and vice versa. 2) Impact Team meetings encourage creative thinking.

3) Impact Teams create synergy among the members of the group. 4) Impact Teams conglomerate MBX members who market to similar businesses and individuals. 5) Being a member of an impact team leverages the shared networks of the team. Being a solo MBX member is not as likely to make such connections.

So, would you rather drive your Porche in low gear or wind it out and feel the breeze in your hair?