

# Investing in Others as a Business Practice

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*A paradox of interpersonal relationships is that if you generously give away your time and resources, you will find it coming back to you in greater quantities than you gave. Nelson Mandela is a great example of this. Coming out of prison with every reason to extract revenge, he invested himself positively in his nation, South Africa, and brought peace and greater prosperity to the nation.*

*The principle also works in business and social arenas. If you invest yourself in others you will see it pay dividends. Withhold yourself and you will gain nothing.*

*What follows are 4 secrets to investing in MBX in a way that will make your membership prosper.*

## **1. Make Testimonials**

When the basket is being passed for referrals, it is a golden opportunity to make a testimonial which can be just as positive and helpful as a referral. One networking chapter had a member who was new to the group and not getting any referrals. He decided he didn't have anything to lose by giving away a free consultation. Fellow chapter members who took him up on it began to give glowing testimonials and referrals began to increase.

## **2. Care About People**

Don't be a seagull member. This is someone who comes in, makes a lot of noise, dumps on everyone and then flies out of here. You have to be present with more than just your body. Listen to what your fellow chapter members are asking for. Look for ways to bless them. Remember the paradox of the Golden Rule.

## **3. Walk the Talk**

Be a genuine and involved member of the chapter. We want you to connect with us and with the idea of social networking. Bring visitors. Welcome visitors that other chapter members bring. Don't let a week go by where there's not a tidbit of information, service, or help you offer to your fellow MBX members.

## **4. Invest Yourself**

You will NOT get any returns to your MBX membership by simply coming to the meeting. Like any good thing, MBX requires an investment of yourself. It requires an investment of time. It requires an investment of your energy and creativity. It requires an investment of your interest or care.

*A person with a bar of iron has something that by itself is not worth much. But if he takes that bar of iron and turns it into products his investment increases. With MBX you have a bar of iron. What will you do with it?*