

Reasons for Completing An M & M

The three most important opportunities an MBX member has to market his/her business to fellow chapter members are the 30-second infomercial, the 8-minute extended infomercial, and the member-to-member meeting. These are your most fundamental and effective tools, and they are what make your connection to MBX effective.

Business referrals are in direct proportion to the amount of time and effort given to these three tools. Yet, very often other priorities are allowed to take precedence over these referral opportunities.

This education minutes is about the member-to-member meeting, and there are six reasons for making the M & M a priority.

1. It increases your knowledge about the other chapter members and their respective businesses. You will get information that you normally don't get in a regular meeting.
2. It gives you good opportunities to practice the Givers Gain philosophy. By knowing the needs of your fellow chapter members, you can specifically look for ways to help them. Givers gain!
3. Setting up and keeping M & M's is a sure fire way to demonstrate your commitment to the other members in the chapter. Are you here for just yourself or for the rest of the group? Believe it or not, others know the answer to that question.
4. Not only does the M & M help you be knowledgeable about the others, it also ensures that others are up-to-date on your business.
5. The M & M will also give you great ideas that are being used by others in the chapter. You are surrounded by creative and motivated people. Benefit from their wisdom.
6. Finally, the M & M helps you to cultivate TRUST and CREDIBILITY with other members. You cannot expect that to be true if you are not reaching out and demonstrating your commitment to the group.