



New Member Checklist

Take your time to do each of these items to maximize your membership ROI!

Week 1 - Get Started

- ❑ Log in to the WBN website (www.wbninc.com) & familiarize yourself with the New Member Area.
- ❑ Watch the new member video series in the education section of the website ([link](#))
- ❑ Optimize your member profile, including photos, a robust description including keywords, any specials you'd like to offer WBN members & if you'd like to be listed in the Speaker's Bureau
- ❑ Join/Follow:
 - ❑ WBN Main FB page ([link](#))
 - ❑ WBN All Chapter Network FB group ([link](#))
 - ❑ Your Chapter's FB page/ group
- ❑ Submit your information to the PR Director or MSC for your social media introduction. Include your name, business name, preferred business link, chapter, a brief overview of what you do and who you help, and one fun thing about you that we should know (150 words total).

Month 1 - Set Your Foundation

- ❑ Read "Your 30-Second Commercial" & "Typical Chapter Meeting Format" so you know what to expect. Also make sure you've watched the "Organization" video in the new member series.
- ❑ Sign up to do your self-marketing presentation at your chapter meeting.
- ❑ Check out the calendar ([link](#)) for upcoming events and register for one or block off your calendar. Plan to arrive 30 minutes early for your new member Meet & Greet!
- ❑ Read through "Connection Etiquette" even if you feel you don't need to.
- ❑ Identify 3 people from your chapter that you'd like to get to know better. Call them to set up 1-on-1 meetings with them over the next 2 months.
- ❑ Read through the FAQ's

Month 2 - Increase Your Visibility

- ❑ Read "Increasing your visibility"
- ❑ Add your WBN affiliation on your social media (and website if appropriate)
- ❑ Read "Visiting Other Chapters". Identify one other chapter you'd like to visit by using the Chapter Directory ([link](#)) & looking at the chapter meeting calendar for meetings in your region ([link](#)). Contact that Chapter and let them know you'd like to visit.

Month 3 - Showcase Your Expertise

- ❑ Submit an article to the blog, showcasing your expertise and making sure to use keywords in your text and in naming any images you submit.
- ❑ Submit either a video or pdf on some educational topic (marketing, finance, HR, etc) This is not a commercial where you talk about yourself or your business, but it showcases your expertise. Email your content to Elizabeth at msc@wbninc.com

By Month 6 - Expand your Reach

- ❑ Attend at least one WBN event and follow up with any connections you made there.
- ❑ Meet 1-on-1 with at least 2 more members from your chapter (so 5 total)
- ❑ Take a look at WBN's Charity Project and see if there are any natural easy ways you can support them.
- ❑ Read "Chapter Leadership Roles Overview." Familiarize yourself with the Chapter Leadership Roles and consider serving when a position opens.
- ❑ Take a look at WBN's Committee list and see if any of those would be a good fit for you.