

Turning your Memberships into New Business

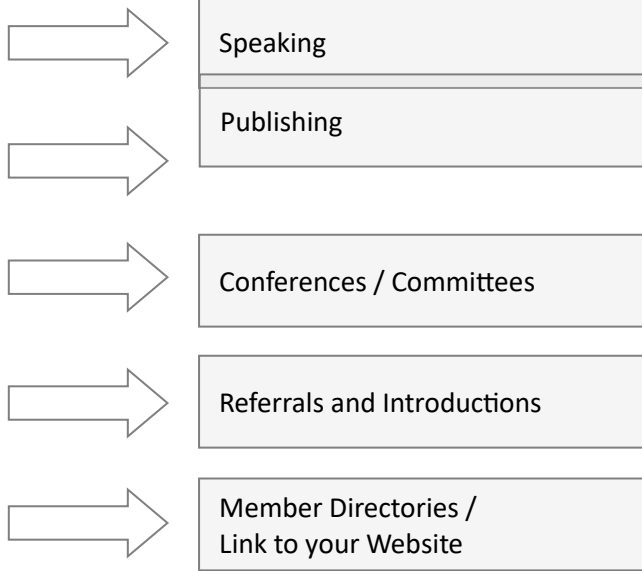
Where do you belong?

Turn your membership organizations into revenue sources by asking for the opportunities that are frequently made available to members. You may need to ask several times; we call this “polite persistence.”

List your Membership Organizations

- National Bar Associations
- State Bar Associations
- Local Bar Associations
- Industry Associations
- Non-Profit Organizations
- Chambers of Commerce
- Alumni Associations
- Charities
- Religious Organizations
- Children’s School Groups

Identify Business Development Opportunities



Maintain all Contacts in a Centralized Database

- TIPS**
1. Your requests may not be approved or accepted the first time around. Be patient. Invest your time to demonstrate that you are serious about the organization, and wait your turn.
 2. Join the Membership Committee to meet new contacts in a non-sales capacity.
 3. Become part of the Programs Committee, where you can help schedule upcoming events. This will enable you to reach out to leaders in the community as you invite them to participate in your event as a speaker.

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