

MEMBERSHIP APPLICATION

A photograph of two champagne flutes filled with a yellow mimosa drink, each garnished with a slice of orange. The glasses are on a silver tray with a decorative pattern. In the background, there are silver Christmas ornaments and a white ribbon, suggesting a holiday setting.

MIMOSA MARKETING, LLC
JANUARY 2021

Current Membership Cycle February 1, 2021 - January 31, 2022

WELCOME!

What is Mimosa Marketing, LLC?

Mimosa Marketing, LLC (MM) is a group of *hard-working* entrepreneurs with *passion* for community and eagerness to help others *succeed*. We work *together* to grow each other's networks and support local causes while bringing customers a one-stop shop comprised of *elite, professional and vetted* small business owners.

What are the benefits of a MM Membership?

- ❖ **Personal Sales Force.** *Aligning yourself with **trusted**, like-minded individuals whose sole business purpose is to network and **refer business** among the group members.*
- ❖ **Exclusivity.** *Restrictions on duplicate business categories within MM allows you to **collaborate** with fellow members to promote your products or services instead of competing with them.*
- ❖ **Advancement.** *Opportunities for larger scale **continuing education** and **personal development**.*
- ❖ **Inspiration.** *Having the ability to **Brainstorm & Receive valuable feedback** from fellow business owners.*
- ❖ **Motivation.** *Work together to set personal and business **Goals**, have accountability partners to stay on track, and ultimately **CELEBRATE** them!*

What are the meeting requirements of an MM Member?

A commitment to your membership will only further benefit you, your business and your fellow members. We trust you will make every effort to be an active member of the group, however, the following are minimum monthly requirements for all members.

- ❖ **Monthly Membership Meeting.** *A monthly membership meeting will occur via Zoom on the second Wednesday of each month at 8:30pm. Barring any serious or life-threatening emergencies, your attendance to these meetings is strongly suggested and will be tracked for participation.*
- ❖ **Member-to-Member "Cheers" Sessions.** *Members are required to meet one-on-one (in a scenario of their choice, i.e. video chat, in-person meeting, etc.) for a minimum of one-hour to discuss how best to refer the other's products and/or services, the manner to which the customer connection is preferred, and ways to potentially collaborate in their businesses. Cheers Sessions will be reported and tracked for participation.*

Member Guidelines

What is expected of a member of Mimosa Marketing, LLC?

By aligning yourself with MM you gain access to a group of like-minded business individuals whose sole purpose is to network and refer business among its group members. In order to effectively promote the business of another member, it is important you take the time to learn that individuals' offerings (whether it be a product and/or service). A member is expected to actively participate in Monthly Membership meetings, Member-to-Member "Cheers" sessions, MM Member Facebook Group, Prospect and New Member Introductions, and MM hosted/sponsored events (when available).

Membership Code of Conduct

MM holds its members to a high standard of professionalism. While we have an immense amount of fun, the group was created for serious small business owners to collaborate and grow. In order to make this a successful relationship for all members, the following guidelines should be adhered to:

- ❖ **Business Category.** *Once your membership is approved, you are assigned the business category to which you fall under and must 'stay in your lane'. While we understand a business can offer a variety of products and services and some may overlap among group members, your seat within the group is specific to the ONE category determined during your membership approval. While you may offer additional services, you will not be permitted to discuss, sell, or undermine another business category within the group as long as the position is occupied by another member. If an overlap is apparent, Leadership will discuss the severity of the situation and may offer a warning to the member. If a blatant or continued disregard for the guideline is determined, it may result in forfeit of membership.*
- ❖ **Absentee and/or Participation Issues.** *As a successful member of MM, your presence is of the utmost importance to all your fellow members. While we understand it may not be possible to attend every meeting, event, call, outing, etc., it should be the intention of our members to make every best effort to participate in MM functions. As of the date of this application packet, there are two areas of your membership which will be "tracked" for your attendance. Participation in our Monthly Membership Zoom (occurring the 2nd Wednesday evening of each month at 8:30PM; and the Member-to-Member Cheers Sessions (with a requirement of 2, one-hour sessions per month).*
- ❖ **Confidentiality.** *Information prepared by or presented to our members during our Monthly Membership meetings and/or subsequent member-only events is of the ownership of Mimosa Marketing, LLC and is not to be shared with personnel outside of our organization. Membership to MM is solely on the individual member and not to their business entity, partners, colleagues, family or friends.*
- ❖ **Social Media Conduct.** *MM respects the opinions, values, and freedom of speech of all our members, however, as a whole, we conduct numerous types of customer interactions through various social media channels. It is imperative to the success of our group and of your membership that you are honest and think about how others may be affected by your words or actions. Do not make any claims on behalf of Mimosa Marketing, LLC, nor disclose any personal information about our members or their businesses that would not otherwise be deemed appropriate. We request that you think twice before posting about sensitive topics such as religion, race, politics, etc.; and require that you always remain professional in your interactions and responses on all public and private forums. Your actions are a direct reflection of your fellow members and their associations.*

Membership Packages

BASIC MEMBERSHIP

\$29/Monthly or \$300 Annually (Savings of \$48)

By aligning yourself with Mimosa Marketing, LLC you gain access to a group of like-minded business individuals whose sole purpose is to network and refer business among the group members. You will be listed on the group website with profile and links to your business access point (i.e. website, FB page, etc).

The Basic Membership Includes:

- ❖ An invested Sales Force for your business by way of Person-to-Person Referrals by Members.
- ❖ Visibility on Mimosa Marketing, LLC Website, Facebook Page, and advertising.
- ❖ Monthly Membership Meetings (via Zoom and occurring the second Wednesday of each month; Absentee Policy in place)
- ❖ Monthly Mimosa Chats (Open to existing members to discuss referrals, passed business, good and bad experiences and calendar opportunities)
- ❖ 'Refer a Friend' Membership Opportunity Meeting (Once Monthly for prospective Members and Existing Members)
- ❖ Domain Name, Hosted Website and Management, Email Account for Streamlined website referrals and Membership requests.
- ❖ Maintaining the LLC, State Licensing, and Tax Accounting in order to operate as an entity.
- ❖ Certificate of Insurance for Liability Coverage at MM Hosted Events (Operating as an LLC allows us to do this)
- ❖ Zoom Account for Monthly meetings and Special Events
- ❖ Membership Rewards for Achievements and Closed Business Referrals
- ❖ New Member Referral Incentives
- ❖ Discounted Spots at MM Hosted Events (i.e. Event Tickets, Vendor Table Fees, etc.)
- ❖ Mimosa Marketing T-Shirt (New Members)

ENHANCED MEMBERSHIP

\$59/Monthly or \$600 Annually (Savings of \$108)

An Enhanced Membership with Mimosa Marketing, LLC can benefit your business by extending your visibility beyond your local audience, assisting you with refining your business marketing or sales pitches, and offering opportunities for continued growth both personally and professionally.

The Enhanced Membership Includes:

❖ ALL BASIC MEMBERSHIP BENEFITS!

Plus.....

- ❖ **Biannual 30-minute One-on-One sessions** with at least one member of the leadership team to develop or enhance the representation of your business (i.e. what is your business, how do you market your business, 30 second elevator pitch, etc.) - *\$300 VALUE!*
- ❖ **Five-Minute Presentation** During a MM Monthly Membership Meeting.
 - ❖ You can use this opportunity to talk about your business, highlight a specific product or service, or educate fellow members on how best to refer you. Minimum of One Presentation in a 12-month period.
- ❖ **Rotating Highlight Spot** on the Mimosa Marketing, LLC Website Main Page & FB Business Page
- ❖ **Deeply Discounted spots at MM hosted Events** (i.e. *Event Tickets, Vendor Table Fees, etc.*)
- ❖ **Enhanced Mimosa Marketing Swag Gift** (*received within 30 days of Membership*)

ELITE MEMBERSHIP

\$119/Monthly or \$1,200 Annually (Savings of \$228)

An Elite Membership with Mimosa Marketing, LLC is the premium benefit to your business. This option is best suited for business owners who are “all in” or wish to be in the near future.

The Enhanced Membership Includes:

❖ **ALL BASIC & ENHANCED MEMBERSHIP BENEFITS!**

Plus.....

- ❖ **3-Hour Focus Group/Roundtable for your Business** (*est. value: \$1,600!!*)
 - ❖ With a minimum of 5 fellow members.
 - ❖ Present and Receive Feedback on Various aspects of your business.
 - ❖ Discuss Marketing Strategies.
 - ❖ Create a Plan for Follow-Up including Personal and Business Goals.
 - ❖ Entrepreneur Gift Package.
- ❖ **One Hour Follow-Up Session** with a Member of Leadership (*Value of \$150!*)
- ❖ **FREE Spots at All MM-Hosted Vendor Sale Events** (*approx. value of \$120 for a minimum of three events per calendar year; no maximum*)
- ❖ **Discounted Rates** for Personal and/or Business Development Workshops or Seminars hosted by MM
- ❖ **'Money Makers Cocktail Club'** *Quarterly In-Person Gathering for Elite Members Only*
- ❖ **Elite Mimosa Marketing Swag Gift** (received with 30 days of Membership).

TERMS & CONDITIONS

- ❖ 2021 Membership Cycle will run from February 1, 2021 through January 31, 2022.
- ❖ Annual membership savings are offered upon initial membership or during the annual Cycle renewal only. They will not be applicable during upgrades.
- ❖ Members will be permitted to upgrade at any time, however, a two-month waiting period from the date of the upgrade will be required before being able to invoke the benefits of the upgrade, such as, rotation highlights and presentation opportunities.
- ❖ Members will only be permitted one downgrade per Membership Cycle and will require 2-months' notice prior to the package reduction. Memberships paid annually cannot be downgraded during the current Membership Cycle and no refunds will be processed for unused membership benefits.
- ❖ Members who Leadership believe are ill-willed in their continued upgrade and reduction requests may be removed from the group and forfeit any remaining paid membership or event fees.
- ❖ Enhanced and Elite membership holders must complete the 30-minute One-on-One Session prior to their 5-minute presentation rotation.
- ❖ Memberships is not guaranteed. Members may be offered the opportunity to renew at the end of the membership cycle, however, your renewal each cycle is not guaranteed and will be the decision of the Leadership team.
- ❖ Funds generated from Basic Membership packages have been allotted to cover the cost of licensure, permitting, programming, tax preparation, limited member apparel, and other operations costs deemed necessary by Mimosa Marketing, LLC. Any additional funds generated from Membership are allotted to the time and/or materials necessary to fulfill the benefits offered for such memberships and is to be used at the sole discretion of Mimosa Marketing, LLC.

*** Leadership has the right to discuss these terms and conditions moving forward and make conditional changes based on member questions or new information.**

FAQs

What if I cannot attend a Monthly Membership Meeting?

Please contact a member of the Leadership Team prior to the meeting to let them know you are unable to attend. This will help us avoid a delay to the start of each meeting.

Can we have more than 2 Cheers Meetings per month?

Yes. You can have as many Cheers meetings as you'd like, however, meeting with the same member within a 3-month timeframe will not be counted.

Should I have a Cheers session with a member of the group I may not do business with?

Yes. While members themselves may or may not be interested in your products or services, the goal of MM is to use our members as a sales force to network OUTSIDE of our group's members. Your intention is not to "sell" to our members but to educate them on all aspects of your business so they may refer from their network of contacts.

What if I want to change my business or seat?

Members wishing to change seats within the group must submit a new application for Leadership approval. Members will be permitted one seat change within a 6-month period assuming the category is open and approved by Leadership. If you have paid your membership for the year, the funds will be transferred to your new seat. If your seat change is denied by Leadership, you have the option of remaining in your current seat or forfeiting your remaining paid membership.

How do I handle conflict or overlap with another group member?

We are all professional adults. It is always recommended to first take your conflict to the originator. If a reasonable resolution cannot be found or you feel uncomfortable, you may bring your issue to any member of the Leadership team, with the understanding that group business is discussed and addressed amongst ALL members of the leadership team. You may feel more comfortable or value the opinion of one specific leader, however, in order to resolve conflict that will best benefit the entire group and its members, the leadership team will discuss all issues privately.

How will the Leadership Team enforce these new policies and procedures?

As of January 2021, MM has been restructured and redesigned in the best interest of our members and our leaders. Our leadership team takes great pride in what we have created, and it is always our intention to be honest, impartial, and open-minded. We are learning the best ways to lead this group to success alongside of you and your business. We will always shy away from drama and have the best interest of the group in the forefront of our minds. At times we will need to have difficult conversations or even terminate memberships, just know these actions are never taken lightly. So, while you may not always receive the outcome you seek, we hope that you trust and respect our resolutions to any conflict and understand it is not always a simple solution. The majority decision of the Leadership team on any and all issues is final.

What do I do if I do not agree with the Membership Code of Conduct?

While we respect all members opinions, your membership to MM is voluntary, however, your adherence to these guidelines is not.

Membership Application

MIMOSA MARKETING, LLC
2021 Membership Application

Date: _____

Referred By: _____

Member Contact Information

Name: _____

Address: _____

City, State, Zip: _____

Mobile Phone: _____ Email: _____

Business Information

Business Name: _____

Business Address (if different from above): _____

City, State, Zip: _____

Business Phone: _____ Website: _____

Length of Time in Business: Years _____ Months _____

Is your business a Multi-Level Marketing (MLM) company? Y___ or N___

Business Name if Different from above: _____

Is this your primary profession? Y___ or N___

If no, what is your primary profession: _____

Do you offer a **product** and/or retail sales? Y___ or N___

If Yes, please explain:

Do you offer a **service** and/or consultation? Y___ or N___

If Yes, please explain:

Are you involved with any other Business or Direct Sales Companies? Y___ or N___

If Yes, please list all:

Do you have access to and routinely use the following [please check all that apply]:

Facebook?	Y___	or	N___	Venmo?	Y___	or	N___
Instagram?	Y___	or	N___	CashApp?	Y___	or	N___
PayPal?	Y___	or	N___	Zelle?	Y___	or	N___

