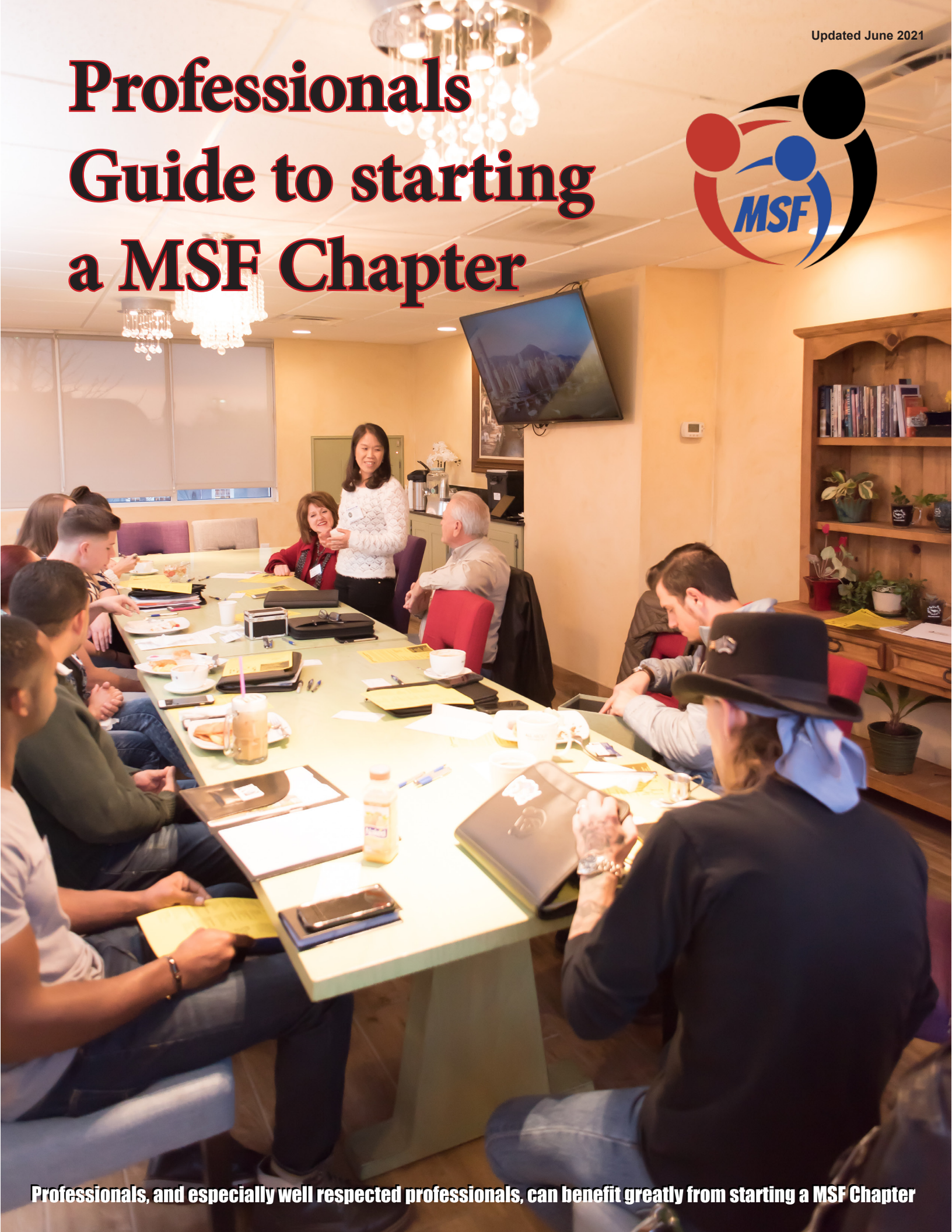


Professionals Guide to starting a MSF Chapter



Professionals, and especially well respected professionals, can benefit greatly from starting a MSF Chapter

People from different industries and different walks of life agree - MSF WORKS EXTREMELY WELL!



Scott Smith, The Carpet Smith Carpet Cleaning and long term member. *"I could not put a price on the value of my chapter. MSF accounts for the majority of my business."*

Brenda Edelman, Top Producing Realtor with Keller Williams Realty. *"I would never give up my seat in my MSF chapter for any price, It is too important to me."*



Would you like to have a sales team of 20-40 elite professionals marketing your business every day? Start a MSF chapter and watch your business grow. MSF is networking that works!

Michael Trupia, Country Financial Insurance Agent, is the top Agent in his state and one of the top agents in his region. *"I could never sell my spot in the chapter, the chapter and MSF has been too good to me."*





If you are looking to grow your business, there is nothing more effective then starting a My Sales Force chapter, "MSF". MSF exists for the sole purpose of helping quality professionals grow their business. MSF provides you with a sales team of 20-40 other top professionals who market your business everyday. Through structured training members learn how to find quality referrals for each other. To be successful you must be very good at your own profession. MSF provides the structure and training for everything else.

Chapters consist of elite professionals who work for each other by passing warm market referrals. This is not done passively, each member assumes the position of a sales team manager for their profession and (through MSF structure) trains the rest of the members how to find them strong referrals. MSF only allows one person, per profession, to join a chapter. Once you are part of a chapter no competitor is allowed to participate in your chapter.

There are similar organizations but MSF is unique, we exist for the sole purpose of helping our members grow their business. We train chapters to become referral passing machines and we also have a lower cost to join. Joining a similar organization will typically cost \$700 to \$1,000, with annual dues of approximately \$500. MSF membership is \$150 application fee and annual dues can be paid out @ \$40 a month. Our more affordable price does not mean we offer less, we offer much more, our members agree. You may see member testimonials at www.msfweb.com.

It is possible to get a discounted membership if you're a person of influence and are interested in starting your own chapter. Contact our corporate office for more information.



CHECK LIST

- ☐ **Find a location for meetings** _____
 1. Needs to have room for 20-40 members and be private
 2. Should not be charge for the room
 3. Easily accessible with ample parking
 4. Times available need to be 7:00 – 8:30 AM (*Possibly 7:30 – 9:00 AM*) and lunch time typically 11:00 AM -12:30 AM, sometimes 10:00 AM to 11:30 AM can work also, Tuesday, Wednesday and Thursday, must be available every week at the same time.
Possible locations; restaurant with a meeting rooms, library, church, title company conference room, mortgage company conference room, real estate company con-ference room. Any place with a room large enough that does not charge.
- ☐ **Determine your Chapter name** _____

Email this, along with the location and time to newchapter@msfworks.com so it can be posted on the website.
- ☐ **Determine your first meeting time.** 2-3 weeks out is typically a good time frame, make sure you have taken the training on how to start a chapter.
- ☐ **Invite 30 top professionals.** Suggested list is attached along with a script. Ask them to bring 1 other professional with them. Follow up with a calendar invite and phone call reminders 1 week and 1 day before first meeting.
- ☐ **Make an email list of the professionals you have invited.** Send email BCC everyone and remind them to bring one more professional with each of them. Make sure you have a minimum of 25 confirmed for the first meeting.
- ☐ **Once you have 15 committed members with applications** you will begin your core group training and your chapter will kick off 3 weeks later.



SCRIPT FOR INVITING VISITORS YOU CURRENTLY DO BUSINESS WITH. THIS IS WHERE MOST OF YOUR MEMBERS WILL COME FROM.

(1) Hi _____, do you have a minute? I want to tell you how much I appreciate you and the great job you do on the _____ (*electric, plumbing, title, mortgage etc.*) I am starting (or currently in) a business referral group to help grow my business and help other great professionals like you grow yours as well. Members of the group not only help each other find business but we use each others services and since I don't want to use any other _____ then you I was hoping you could attend our meeting at _____.

(2) **If they say yes** invite them to your meeting, tell them to bring 25-30 business cards, get their email address (repeat it back) and be sure to give them the time and location. Confirm by saying thank you, Please put _____ time and place on your calendar right now and since I know you are a _____ (man, Woman) of your word I will reserve you a spot and I will see you _____ (Tuesday Morning at 7:00 AM @ _____) **SEND CALENDAR INVITE**

(3) Follow up by email that day and by phone and email the day before your meeting.

(4) **If they say no**, say, "I understand completely, however we do need an excellent _____ can you please refer me to two other excellent _____ that you know, who would like more business from warm referrals?" (Every-one knows others in their industry.)
If they change their mind & decide they are interested invite them again, see #2 above. If they still say no, get the name and number of two other people they know in their industry. ***

***If you're in an industry that would benefit from a one on one meeting, thank them for the names then ask if they would be interested in meeting for coffee. Say, "Thank you so much for the names, I know you're too busy to meet for 90 minutes at 7:00AM (*or whenever you meet*) but I would love to meet for coffee and learn more about you and what sets you apart from your competition, and I would like to give you a chance to earn my personal business. I would also like to share with you for a minute what sets me and my company apart and if what I can do is better than what you currently have I would like a chance to earn your business as well." If they say yes set up a meeting.

Only use info below if you have to, just get them to the meeting.

- A. Our chapter has already passed over \$_____ in referrals this year or
- B. This is a newer chapter but our sister chapter has already passed over \$500,000 (*use accurate number*) in referrals this year already.
- C. A group of professionals who meet weekly and train each other on how to find business for each other, essentially we become each other's sales force
- D. If they ask about cost, there is no cost to visit for the first 2 meetings, come and see what you think. **ONLY TALK ABOUT THIS IF THEY ASK ABOUT COST**
- E. Website is www.msfwweb.com



SCRIPT FOR INVITING VISITORS YOU DO NOT KNOW

1. Hi is this _____ with _____? (*Wait for response*) My name is _____ I am looking for a great _____ to refer business to. I was given your name as being a really good _____. (*Or I got your name from _____*) I belong to a fantastic group of professionals and we need a _____ to pass all of our _____ business to. Are you interested in getting more business through warm referrals?

(2) **If they say yes** invite them to your meeting, tell them to bring 25-30 business cards, get their email address (repeat it back) and be sure to give them the time and location. Post close by say-ing thank you, Please put _____ time and place on your calendar right now and since I know you are a _____ (man, Woman) of your word I will reserve you a spot and I will see you _____ (Tuesday Morning at 7:00 AM @ _____) **SEND CALENDAR INVITE**

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Top MSF Professions

Accounting & Bookkeeping
Advertising - Magazine
Advertising - Radio
Advertising - Television
Air Purification
Allergist
Alternative Medicine
Appliance Repair
Aromatherapy
Attorney
Audiovisual
Auto Repair
Auto Sales
Banker
Biohazard Cleaning
Business Coach
Carpet Cleaning
Catering
Chamber of Commerce Director
Chiropractor
Cleaning - Commercial
Cleaning - Residential
Concrete
Construction
Cosmetics
Counseling
Credit Card Services
Dentist
Dermatologist
Doula
Education
Electrician
Employment Agency
Essential Oils
Esthetician
Event & Wedding Planner
Financial Planner
Fitness
Flooring
Florist

Furniture Sales
Garage Doors
Graphic Design
Hair Stylist
Handyman
Health & Wellness
Health & Wellness - Nutrition
Health & Wellness - Skin Care
Health Care
Heat & Air
Home Inspector
Insurance - Health
Insurance - Home & Auto
Insurance - Life
Interior Design
IT & Computers
Landscaping
Lawn Care
Legal Services
Life Coach
Makeup Artist
Marketing
Massage Therapist
Mortgage Lender
Moving Company
Office Supplies
Online Marketing
Optometrist
Orthodontist
Painter
Payroll Services
Personal Trainer
Pest Control
Pet Services
Photographer
Plumber
Pressure Washing
Printing
Promotional Products
Realtor - Residential

Realtor - Commercial
Remodeling
Roofing
Security
Senior Benefits
Signs
Software
Spa
Tailor
Tattoo Artist
Title & Escrow
Travel Agent
Tree Services
Veterinarian
Web Design & Development
Window Cleaning
Windows & Siding

There are many other professions who benefit from a membership. Being great at their profession is key.

