



CENTER SPHERE™
THE NETWORK

Guide to Starting a Successful Chapter

Starting a Center Sphere Chapter is a privilege and an undertaking afforded only to those who meet certain criteria. You must first have been introduced to, and accepted the Center Sphere President Role document. This leadership responsibility will not only reflect highly on you in the business community, but help you expand your network as well. Utilize these steps to help you succeed.

1. Visit Other Chapters

- a. Each group is run a little differently, and comprised of diverse industries and people
- b. Take note of what works, and what you can apply to your chapter

2. Selection Time and Location

- a. As the leader of the chapter, the time and location should work for your schedule
- b. The location must be free to use. This is a great opportunity for business owners to share their space and introduce members and guests to their business.
- c. The location should have the capacity to seat 25-35 people

3. Invite Your Top Referral Prospects

- a. The people you utilize for services, or refer to regularly, are prime candidates for your new chapter
- b. Share with your prospects that spaces fill quickly within Chapters, and to claim their spot soon to become a part of the area's premier and fastest growing professional networking organization.

4. Start Weekly Meetings- Invite, Invite, Invite!

- a. Reach out to contacts via social media such as LinkedIn and Facebook. Send your connections personalized emails inviting them to attend your next meeting
- b. Host open guest days where anyone is welcome to come
- c. Invite exciting speakers that may also be prospective members
- d. Invite everyone and anyone you know from other networking events you attend
- e. Don't prejudge who may be a good member for your Chapter. They may visit, yet be a terrific candidate for another Center Sphere chapter, if not yours.
- f. Encourage guests to bring guests with them
- g. Utilize the Digital Dashboard System

5. Use the Agenda

- a. No matter how small the attendance of your group is, always keep the meetings formal and productive by utilizing the provided agenda
- b. Change up the 15 minute presentation spots while your group is small, but maintain the format

6. Keep Center Sphere Leadership Updated

- a. Reach out to your local Area Director and/or Regional Manager to discuss industry vacancies and strategies to fill