



WBC Instructions

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This is a 3-page PDF file. You'll find the **Agenda** on the second page and the **Worksheet** for the next chapter on the third page.

Please keep in mind that you can change this any way you like. This is your group, not mine. I am only trying to provide resources to make your job a bit easier. You have no obligation to use them.

If you are using Meetup, please ensure you have posted the date, time and location of your next meeting so your members can RSVP in advance. You'll find suggested copy for your first meeting on the WebifyClub.com website.

Location is often the biggest obstacle. Meetup makes it easy to find locations other organizers are using in your area. Check there first. It's a great resource.

I recommend holding your meetings in the morning or at lunch. There are two reasons. First, you can often find restaurants who will happily host your meetings for free. Second, your members can take the information they get at your meeting and put it into practice on the same day.

Fill in the fields at the top of the Agenda and then photocopy as many as you think you'll need. That way, all your members will have an easy way to get in touch with you in between meetings (or to hire you).

After your meetings, be sure to upload the PDF Worksheets to the File tab on your Meetup group. Your members will appreciate having access to them.

I have a [Meetup group](#) too and generally get about 65% of RSVPs showing up for meetings. You can use that as a guide until you get a feel for your own group.

You'll soon notice that people find your group all on their own. That's why I endorse Meetup so strongly. People involved in one group often search for other groups they might be interested in. As a result, you'll find that your group grows and gets new members without you having to do any real promotion.

Keep in mind; successful Meetup groups generally have three characteristics:

1. **Content** – provide valuable information
2. **Structure** – people like structured meetings
3. **Communication** – keep your members informed

I wish you the best of luck building your **Webify Business Club!** Let me know if you need anything. I will always do my best to help.

[CONTACT ME](#)

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Webify Your Business

Internet Marketing Secrets for the Self-Employed

Club Name:	
Organizer Name:	Date:
Email Address:	Phone:

This week's topic:	Chapter	Email Tip
Develop Expertise	2	2

1 Initial Announcements

Announcements about recent developments, scheduling & location.

2 Member Introductions

Who are you, what do you do and how can you help the group?

3 Referrals & Networking

Exchange business cards, share contacts and provide referrals.

4 Topic: Develop Expertise

Hand out the worksheet and introduce the speaker, if applicable.

5 Start Taking Action

Share best practices, success stories and begin applying strategies.

The Twitter hashtag for this book is **#webify**. Please include it in all related tweets. This is *your* conversation. Participate in it!

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Develop Expertise

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Become a Recognized Expert

- Step 1: Pick a narrow specific topic (the narrower, the better)
- Step 2: Acquire massive expertise (see below for examples)
- Step 3: Present yourself as an expert (internet provides opportunities)

Notes

Explore Article Directories

- Put your keywords into an article directory. <http://www.ezinearticles.com>
- You'll find 1000s of educational articles written by your competition.
- Read them to learn new secrets and see what your competitors are doing.

Find Podcasts on iTunes

- Put your keywords into iTunes Music Store. <http://www.itunes.com>
- Find podcasts in your field, sort by Popularity and subscribe to the best ones.
- Download & listen to these podcasts while at the gym or commuting to work.

Watch Videos on YouTube

- Put your keywords into YouTube.com. <http://www.youtube.com>
- Watch videos your competitors make to demonstrate expertise & build trust.
- Subscribe to their channels to stay up-to-date on the videos they produce.

Notes

Demonstrate Your Expertise

- Internet marketing is all about demonstrating your expertise to prospects.
- Provide value first. Build trust second. And only then, ask for the sale.

Notes