

Ideal Network Club members jump ‘out of the box’

By Julie Naegelen
Director, Membership Services

The world premiere of the Ideal Network Club kicked off with 36 Chamber members onboard. Club members were eagerly anticipating challenging themselves, learning how to live forever “outside of the box” and taking networking to a new level by using the techniques from author and fellow Chamber member Mary Kurek’s new book, “Who’s Hiding in Your Address Book?”

The book features an innovative way of organizing business and personal contacts in a system to help achieve specific goals. There are hundreds of networking tips, techniques to get more visibility and grow the customer base for all types of businesses from non-profits to large corporations.

The book also features the actual experiences of the pilot group for the Ideal Network Club made up of fellow Chamber members Debbie Fisher of Mary Kay Cosmetics, Tressa Taylor of Taylored Interiors and Martha Vaughan of VII Insurance & Investments, as well as yours truly.

Tressa Taylor said, “When I agreed to be in the pilot group, honestly, I expected a few tips, and perhaps some exposure for my business, but the information, tips and techniques I learned from participating in the pilot group just bowled me over!”

Tressa was then asked to participate in the first Ideal Network Club.... “Again, I really wasn’t expecting more, I thought I was there just for support, but I walked away with some great tips; in fact, the information I learned from the orientation meeting blew my socks off! I can’t wait for the first session!”

“I was blown away by the number of fellow Chamber members who signed up to be part of the first Ideal Network Club,” said Debbie Godwin of AmeriSuites, who agreed to take on the role of facilitator for the Club. “I am happy to take part in this and look forward to helping the rest of the Club members achieve their goals. At the same time, I plan on using Mary’s techniques in regard to my own specific goals.”

Mary Kurek was on hand for this first session and left everyone hungry for more, as she did a little demonstration regarding web site presence. Unbeknownst to the Club members, Mary had used a popular search engine on the Internet and pulled up each Club member’s name and without embarrassing anyone, she let the group know that some of the results proved to be less than desirable; in fact, one was quite shocking.

Only four of the 36 Club members’ names actually showed up as a first result, 26 could not be found anywhere on the first scroll results and one actually went directly to a court document! Club members are anxious to find out more about web presence, as one of the six sessions will be dedicated to “Getting Known on the Net.”

“I can’t believe I came away from the orientation meeting with so much information; I feel like I’ve already gotten my money’s worth and we haven’t even had the first session yet!” said Marika Carey of Taylor’s Creek Massage and Bodyworks.

The first actual session took place on January 14 and covered “The Ideal E-mail Campaign.” As the facilitator, Debbie Godwin was asked to conduct her own Ideal E-mail Campaign and reported the results to the group.

“I couldn’t believe how quickly it started to work,” Debbie said. “I sent out my e-mail and within 11 minutes, I already had two responses; within 4 hours time I had a response from six of the 16 e-mails I sent out!”

If you would like to hear more about The Ideal Network Club, contact me at 726-6350.