

# Steps to Creating an Industry Network

## 1. Profile the Associations

*“Do the homework”*

- what associations are to be involved
- identify individuals and contact info in each
- research website, publications, events
- identify key issues, needs

## 2. Join/Subscribe

*Become a member*

- become a member
- subscribe to all electronic and paper publications
- develop decision-maker contacts in each association

## 3. Get Involved

*Become a player*

- schedule discovery calls/meetings with key association leaders
- attend their events & meetings
- write articles for association publications
- offer to speak at luncheons
- serve on membership or activities committee
- volunteer time to help w/ association events

## 4. Package, Position, Promote the Industry Network

*Valuable Networker*

- build on established relationships and present the concept
- focus on what the value is for their memberships
- what you can offer “and what that means for them”
- you’re a resource for them who understands their industry
- you will identify and communicate best practices for association leadership to use/disseminate.

## 5. Become the Industry Financial Services Resource

*Trusted advisor*

- you become the go-to firm for association members
- develop creative and consistent communications
- continue to provide value, new ideas, good counsel to association leadership and members.