

BUSINESS NETWORK OF THE DESERT

Business Blitz

Idea of Program

This program is designed to have the Business Network of the Desert focus on one member's business each week and generate leads for that member and their business. During that week the entire group will help promote that member's business and generate as many leads as possible. It will be up to each member to promote the business of the week, just remember it may be your business next week!

How Members will be Selected

1. Selection will occur by drawing. Each member's business card will be placed together and then one name shall be drawn, that member will be the focus of the Business Blitz for the following week.
2. Once the member is selected, they will no longer be eligible for another drawing until all other members have participated. Once all members have participated then all names shall be reentered into the drawing.

Responsibilities of Focus Member

1. Ensure group has plenty of your business cards.
2. Prepare simple flyer or brochure, outlining your business and explain basically what service/product your business provides or sells. Also try to include an offer on the flyer (try offering something for free or a discount).
3. Member will be responsible for tracking who/where leads are coming from.
4. Member must give a brief report to the group on success of leads generated and which member sent the most leads to their business.