

EBC one pager for success

Your Weekly Presentation is the heartbeat of your visibility. It's your consistent moment to remind everyone *who you are, what you do, and who you're looking to meet*. Done well, it creates clarity. Clarity creates confidence. And confidence creates referrals.

- **Be crystal specific.** Don't list everything you do. Focus on one profession, one need, or one person to connect with this week.
- **Use a short story or example.** A quick story about a client you helped gives context and makes your message memorable.
- **Ask clearly.** Who exactly do you want to meet? Use names, industries, or trigger phrases that help your Members recognize opportunities for you.
- **Repeat your name and business.** People may be listening — but make sure they *remember* who to refer.

How to have successful 1:1

The whole premise of EBC is to build business through building relationships. This is one of the major distinctions between EBC I and other networking groups —building an in-depth understanding of one another's core competencies. Group meetings can't provide that. One-to-Ones are the only way to do it. What is a One-to-One? Simply put, it's a meeting, in person, between two EBC members (or even prospective members) to deepen the understanding between them in order to foster a better business relationship.

To be effective, follow these 4 tips for effective One-to-Ones:

1. Schedule an initial one-to-one with everyone in our chapter as soon as possible,
2. A One-to-One needs to be both structured and social. The more you can find overlapping areas of professional and personal interest, the more successful your One-to-One is going to be.
3. If you ask someone for a One-to-One, then the focus of your meeting is the other person, not you. You ask in order to learn how to give referrals to that other person, not how to get them. It's Giver before Gain. You may have time in your One-to-One meeting to switch roles and focus on you, but if that doesn't happen, it's still a successful One-to-One. Of course, if someone asks you for a One-to-One, then you're in the spotlight. If nobody asks you, you may want to look at how you're interacting with other Chapter members.
4. Distribute your GAINS worksheet, or GAINS Profile. GAINS is an acronym for Goals, Accomplishments, Interests, Networks, and Skills. If you use this as a structure for your discussion, you'll find the most valuable, and useful information about your fellow EBC member. This may surprise you, but the GAINS profile can also be incredibly useful in ANY business interview situation: a new employee, a new client, or a new vendor. You want to end each One-to-One with a clearer picture of how you can bring good referrals to the other member.