

# EIGHT IN FIVE

The most successful members are typically in the most balanced chapters. Did you know that if we could build chapters with 8 members in each of the 5 categories, chapters would be 40 thriving members? 50-60% of your referrals come from people in your contact sphere.

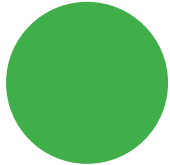


CONTACT SPHERE

CORE CATEGORIES

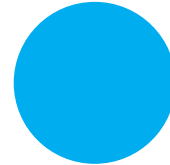
CORE SUB CATEGORIES

ADDITIONAL CATEGORIES



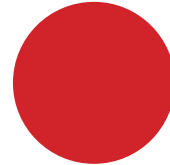
## FINANCIAL SERVICES

|                   |
|-------------------|
| FINANCIAL ADVISOR |
| PERSONAL BANKER   |
| CPA               |
| BOOKKEEPER        |



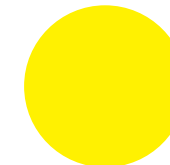
## HOME SERVICES

|                     |
|---------------------|
| RESIDENTIAL REALTOR |
| P & C INSURANCE     |
| MORTGAGE BROKER     |
| GENERAL CONTRACTOR  |



## BUSINESS SERVICES

|                      |
|----------------------|
| COMPUTER SALES & SVC |
| AUTOMOTIVE SERVICE   |
| BUSINESS INSURANCE   |
| BUSINESS COACH       |



## EVENT SERVICES

|              |
|--------------|
| PHOTOGRAPHER |
| HAIR STYLIST |
| FLORIST      |
| VIDEOGRAPHER |



## HEALTH & WELLNESS

|                    |
|--------------------|
| CHIROPRACTOR       |
| NUTRITION PRODUCTS |
| MASSAGE THERAPIST  |
| SKIN CARE          |

|                               |
|-------------------------------|
| LIFE / LONG TERM / DISABILITY |
| PAYROLL SERVICES              |
| COMMERCIAL BANKER             |
| HEALTH INSURANCE              |

|                        |
|------------------------|
| ELECTRICIAN            |
| CLEANING / RESTORATION |
| LANDSCAPE SERVICES     |
| SOLAR SERVICES         |

|                     |
|---------------------|
| PRINTING            |
| COMMERCIAL CLEANING |
| BUSINESS ATTORNEY   |
| WIRELESS SERVICES   |

|                      |
|----------------------|
| PARTY SUPPLY RENTALS |
| CATERER              |
| BAKER                |
| TRAVEL AGENT         |

|                 |
|-----------------|
| FITNESS TRAINER |
| NUTRITIONIST    |
| HAIR STYLIST    |
| DENTIST         |

|                          |
|--------------------------|
| ESTATE PLANNING ATTORNEY |
| FAMILY LAW ATTORNEY      |
| PERSONAL INJURY ATTORNEY |
| SUPPLEMENTAL INSURANCE   |

|          |
|----------|
| HANDYMAN |
| HVAC     |
| PLUMBER  |
| PAINTER  |

|                        |
|------------------------|
| MARKETING SERVICES     |
| PRINT ADVERTISING      |
| COMMERCIAL REAL ESTATE |
| WEBSITE DESIGN         |

|                            |
|----------------------------|
| VENUE FACILITY             |
| LIMOUSINE / TRANSPORTATION |
| EVENT PLANNER              |
| ENTERTAINMENT SERVICES     |

|             |
|-------------|
| GYM         |
| ACUPUNCTURE |
| LIFE COACH  |
| COUNSELOR   |

# Dot Matrix for Strategic Growth

## Instructions

### EIGHT IN FIVE

The most successful members are typically in the most balanced chapters. Did you know that if we could build chapters with 8 members in each of the 5 categories, chapters would be 40 thriving members? 50-60% of your referrals come from people in your contact sphere.



**FINANCIAL  
SERVICES**



**HOME  
SERVICES**



**BUSINESS  
SERVICES**



**EVENT  
SERVICES**



**HEALTH &  
WELLNESS**

1. Have chapter members fill in Dot Matrix (add or alter sub categories as needed)
2. Hand out appropriate colored Dots to members to put on name tags
3. Invite Visitors to place appropriate Contact Sphere Category Dot on their name tag (Train Visitor Hosts & chapter to make sure they interact with their own contact sphere as a way of increasing referral opportunities)
4. Use Dot Matrix for strategic inviting (what category needs depth?)
5. Use Dots for Visitor Days as a way to quickly help Visitors understand Contact Spheres of influence.

## Why / how is the Dot Matrix helpful for our chapter?

1. Immediately signals best contact sphere for both members and visitors. (Remember 50-60% of referrals come from within your contact sphere.)
2. This gives us the opportunity to make sure EVERYONE IS GETTING REFERRALS not just the top or strongest categories or Contact Spheres.
3. It visually demonstrates & promotes the understanding of the influence and interconnecting ability of Contact Spheres in the referral process.
4. Color is FUN & signals a different part of our brain so we get some great left- brain, right-brain synergy!