



Welcome to
The Business
Guild!

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Welcome



Thank you for choosing The Business Guild. We are delighted to welcome you to our community.

As you've probably figured out, we do things a little differently than other business organizations.

For us, members are the core of our community.

We connect with our members to find out what your business challenges are and collaborate with you to provide the resources you need to overcome them.

Our motto is **promote - connect - succeed**, and we've built every product, service, and resource to help members like you **promote your business and connect to the people, information, and resources you need to succeed.**

We also believe that the cost of membership should include more than the price of admission.

This is why we include most of our services and resources for free as a benefit of membership.

- Promote your business & share your expertise in Flackery Magazine or the Success Funnel Podcast

- Access business planning tools for marketing, product development, brand development, goals, & more!
- Networking, events, & mastermind groups

We know you're probably a little overwhelmed by all the information we've been throwing at you, so we put together a membership guide to help you find the information you're looking for when you need it.

- Important links to member pages and resources
- Contact information
- Important dates & events
- Tips for maximizing your membership benefits

Please take a few moments to flip through this membership guide and get familiar with the many resources at your disposal.

As always, if you have any questions or need help finding anything, drop us a line. You can reach us at **members@thebizguild.com.**

Pat Hammond and Lisa J. Jackson
Co-founders, The Business Guild

Our Vision & Mission

**Your
success is
our mission**

We may have started in one tiny state, but ***our vision is to help micro-business owners everywhere*** promote their business, and connect with the people, information, and resources they need to succeed.

**Promote - Connect -
Succeed isn't just our
tagline, it's our mission.**

Every product, service, and platform we offer supports our core goal of helping solopreneurs and micro-business owners like you find the avenues, resources, and people you need to help you build a strong foundation to start and grow your business.





Episode 6

Super Charge Your
Network with
PowerUp
Relationship
Building



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Have you been to one of The Business Guild's bi-monthly PowerUp Relationship Building events yet?

The value of networking is developing strong business relationships.

The Business Guild's virtual bi-monthly PowerUp Relationship Building events are focused on building those relationships between like-minded business owners to "know, like, and trust" each other.

PowerUp Relationship Building is designed to foster strong business

relationships by sharing ideas, collaborating, and connecting each other with the people and resources they need to succeed – creating a space to help each other grow their businesses.

These bi-monthly virtual evening events offer:

- Moderated topics
- Group discussions
- Break outs for 1-to-1s

In Episode 6 of the Success

Funnel podcast, Pat and Lisa chat about the value of networking with PowerUp.

For more information about The Business Guild's PowerUp Relationship Building events, please visit the **events page on thebizguild.com** under Connect.

Meet Our Team



Pat Hammond, Co-Founder

I always have to stop and think when someone asks what I do.

Between you and me, there are days when I'd like to say "everything," but that sounds kind of snarky and disingenuous. Plus, it's not really accurate.

I'm not a rocket scientist, doctor, or a lawyer. I don't know how to play an instrument or install an electrical panel, though I did once rewire the lights on my truck.

What I am is an entrepreneur and professional networker.

I'm a skilled generalist with a strong background in networking, writing, web development, graphic design, small business marketing, and strategic planning.

I've owned a few businesses and have experience with broad range of business topics.

My door is always open. Please stop by during my bi-weekly **office hours**, every other Thursday from 3:00 PM - 4:00 PM Eastern Time, or schedule a virtual coffee with me via **calendly**.

Got questions? Join us

We're small
business
owners just
like you!



Lisa J. Jackson, Co-Founder

Who am I and how can I serve you?

The short answer is I'm a professional writer, editor, and people connector.

I've been helping people find who they need to connect with since I was a young girl.

In the business world I've gotten to know a lot of people at all levels of companies, so when I hear someone say, "I really need to find someone to help me with" I generally have a name or two to share.

My specialties are networking, writing, editing, and LinkedIn, but I've owned a few businesses and can lend my observations and experiences to most small business questions.

My **office hours** are every other Tuesday between 9:00 AM - 10:00 AM Eastern Time. I'm available to help with questions about LinkedIn, writing and editing, and how to leverage the power of your network. If you can't make my regular office hour, we can chat over a virtual coffee -- simply schedule one **through my calendly**.

s for open office hours!

The Success Funnel Podcast



**You've got questions?
We've got your answers**

successfunnelpodcast.com

If you Google the word expectations, you'll find over 400 million articles, blog posts, and web pages that try to define what expectations are and how to meet them.

We keep it simple.

The Business Guild is a community of like-minded business owners and our offering reflects the wants and needs of our members.

As a member of The Business Guild, you can expect:

- timely content that small business owners like you need now
- products & content that evolves with a changing landscape
- tools & resources to help you overcome common business challenges
- a voice in the type of content and products The Business Guild offers
- an open door to ask questions and share information

You can also expect:

- professional quality with all of our products and content
- budget-conscious pricing
- convenient options for 1-on-1 communication

Expectations

Finally, you can expect us to embrace our own customer service model of empathy, accountability, and action.

We are micro-business owners just like you. We know how important it is to earn your trust and loyalty. And you can expect us to maintain an open line of communication through group messages and direct contact to check in, see how you're doing, and connect you to the people, information, and resources you need to succeed.



Summary of Benefits

Your Professional membership includes access to Business Guild content and resources including tools, articles, classes networking, masterminds, marketing opportunities, and more!

Promote

Marketing is one of the biggest challenges micro-business owners face.

- Marketing plans
- Budget
- Analytics
- Choosing a channel
- Customer avatars

It's a lot for anyone, especially a bootstrapping business owner.

This is why your membership includes

resources and training to help you make a plan and the platforms to get you in front of your target audience.

- Tools & Downloads
- Classes & Webinars
- Mastermind Groups
- Advertising
- Course Hosting

Even better, *our flagship promotional platforms are FREE for members.*

Visit the Professional Member

Everything you need to succeed!

Connect

Professional relationships are the X-factor for *YOUR* success.

It might sound counterintuitive, but success doesn't happen in a vacuum.

Our entire business model is built around the idea of creating strong relationships with customers, competitors, and other professional business connections.

Successful people have robust networks and we work hard to provide members like you with opportunities to connect with people who can help you reach your business goals.

- Networking
- Events
- Online Groups & Forums
- Mastermind Groups
- Personal Introductions

Succeed

While social media platforms like Facebook and LinkedIn make noise, we create opportunities for engagement and collaboration.

This is where the rubber meets the road.

Our success tools are where you'll find all the resources you need to succeed.

- Classes & Workshops
- Articles & Downloads
- Tools & Resources

If you're like most business owners, you don't have extra hours to spare searching the internet for answers.

The Business Guild does it for you.

We talk to experts and research the topics micro-business owners are looking for and package it as easy to digest content.

Dashboard for the latest info!

Maximize Your Membership

first visited our website. That is your starting point.

Take advantage of all the resources included with your membership

Where do I start?

It's normal to feel a little overwhelmed. We have a lot of resources and it's easy to feel like a kid in a candy store the first few times you visit.

Our best suggestion is to think about why you joined The Business Guild.

- Were you looking for a platform to promote your business?
- Did you want to connect with other micro-business owners?
- Or maybe you just needed a ready source of information?

Home in on the one main thing that got your attention when you

To make it easier for you, we assigned you a member representative.

Your member rep can help you with everything from submitting a newsletter post, to setting up an online course, and mining our network to connect you with experts and industry leaders.

Your rep will contact you within a couple of days after you join to set up a meeting.

Don't ignore them.

Sit down with your rep to talk about what you need to take next steps with your business. They will help you put together an action plan for finding the tools you're

Most of our key benefits are included with your membership at no additional cost.

looking for.

We also encourage you to jump in and take advantage of some of the core features like Flackery ads and peer groups.

The Business Guild offers several platforms like Flackery magazine, the Success Funnel podcast, and weekly newsletters to help you promote your business.

We've also added hosting for free online classes.

Which brings us to the last step, participation.

The 90-9-1 Rule of Participation Inequality states that 90% of group members are lurkers, 9% of members participate occasionally, and 1% are active participants.

This is your opportunity to be part of the 1%.

We do the work. We set up the platforms, research the content, and provide the tools so our members can easily promote their business and connect to the people, information, and resources they need to succeed. (Yes, we say that a lot.)

To put it plainly, we provide the tools, but it's up to you to use them.



Navigate Our Resources



Log in to the website and click the “My Purchases” link in the main menu

The fastest way to find what you’re looking for is to log in to The Business Guild’s website.

This will give you access to both public and member-only resources.

In most cases, tools and content will fall under one of three categories in the main menu: ***promote, connect, or succeed***.

If it’s something that crosses over to another category, we file it under the primary category and add links in the second category.

For example, a mastermind group is primarily a connection resource, but it’s also a way of promoting your business and finding help with a specific topic. With this in mind, we file mastermind groups under the ***connect*** menu, but you’ll also see calendar and sidebar links on some of the ***promote*** and ***succeed*** pages.

If you’re looking for deadlines, coupon codes, or member-only opportunities, [go to the Professional membership dashboard](#).

To access the dashboard, **log in to the website and click the “My Purchases” link in the main menu**.

You should see a list of all of your

purchases, including Professional membership.

Click on the link and that will take you to your dashboard.

The member dashboard is not the same as the main member’s homepage.

The member’s homepage is a generic page with content for anyone who has any level of membership. ***Your dashboard has updates, news, and information specific to your membership.***

- Member News - This is information ***NOT*** found in the public blog posts
- Discounts & coupon codes for classes, workshops, or promotions not included with standard membership
- Promotional Opportunities - Flackery & newsletter deadlines, advertising upload forms, links to promotional resources, etc.
- Upcoming Events - Networking, mastermind groups, classes, and workshops

We know there is a lot here. We do our best to keep it tidy and logical, but if you can’t find something you’re sure you saw last week, last month, or on some previous visit you can always [contact Pat](#). (She manages the website and knows where everything is.)

Frequently Asked Questions

1. How does The Business Guild make money when you give away so much for free?

Our revenue comes from a combination of memberships, classes, workshops, mastermind groups, and digital publications.

2. Where can I find information about my purchases?

You can find links to memberships, courses, masterminds, and other purchases by logging in to The Business Guild's website and clicking on the "my purchases" link in the main menu. NOTE: This link is only visible to logged in members.

3. How can I meet with Lisa or Pat if I can't make it to your regular office hours?

We are always happy to meet with members. If our regular office hours aren't convenient, all you need to do is send an email to members@thebizguild.com or click on the Calendly links on our individual office hours pages ([Lisa](#)) ([Pat](#)) to schedule a time that is convenient for you.

4. Is there a page that lists all the planners and worksheets available for download?

Members can find all of our downloadable planners, worksheets, and related resources on the [Planning Tools](#) page. This page is located under the Succeed! dropdown in the website's main header menu. This is a member-only feature that includes several tools



not available to the general public. NOTE: The Planning Tools link is only visible to logged in members.

5. Where are the book reviews and can I request a book to be reviewed?

Book reviews are a regular column in Flackery magazine and an occasional post on The Business Guild's blog. For your convenience, we've created one page, [Book Reviews](#), that consolidates all of our book reviews in one location. This page is located under the Succeed! dropdown in the website's main header menu. NOTE: This link is only visible to logged in members.

We are always happy to hear member suggestions. If you have a book review request, please send us an email to members@thebizguild.com. We can't guarantee we'll review the book, but we'll add it to the list of books for consideration.

6. How are The Business Guild and Flackery magazine connected?

Flackery magazine is The Business Guild's flagship marketing vehicle and information resource. We built the magazine as a platform for our members to promote their business and share their expertise. Flackery is our most visible resource for members and non-members to find information about starting and growing a micro-business. The magazine also serves as a gateway for people to discover The Business Guild.

Still have questions? Email us at info@thebizguild.com

Things to do after you join The Business Guild:

- [Visit thebizguild.com and login](#) to access member-only features and content.
- Join one of The Business Guild's networking or mastermind groups.
- Meet with your member representative.
- Visit the [Professional membership dashboard](#) to see the latest member news and new opportunities.
- [Submit your ad](#) for the next issue of Flackery magazine -- We can build the ad for you!
- Take a look at the [planner page](#) in the Succeed! section to find useful member-only downloads.
- Add important Business Guild events and submission deadlines to your calendar.
- Submit new products, news, and events to share on The Business Guild's platforms and social media channels.

We put together a quick checklist to help you get started with your new membership. It doesn't cover everything, but it will help you find your feet so you can jump right in.

Office Hours



Join Us

Office hours are open to all members, no appointment needed.

Join Lisa every other Tuesday from 9:00 AM - 10:00 AM Eastern

Visit [Lisa's office hours page](#) for more info, including her next scheduled office hours

Join Pat every other Thursday from 3:00 PM - 4:00 PM Eastern

Visit [Pat's office hours page](#) for more info, including her next scheduled office hours

Important Deadlines

Flackery Deadlines

We publish four issues of Flackery per year. (March 1st, June 1st, September 1st, and December 1st) The deadlines for ads and content submission is roughly 30 days before publication. See the **Ads & Content page** on the Flackery website for upload links and details.

Spring Deadline: 5:00 PM on the last Friday in January.

Summer Deadline: 5:00 PM on the last Friday in April.

Fall Deadline: 5:00 PM on the last Friday in July.

Winter Deadline: 5:00 PM on the last Friday in October.

Newsletter Deadlines

The Business Guild sends two newsletters each week. The deadline to submit ads and content for both newsletters is 5:00 PM on the Friday before the newsletter is scheduled to be sent. Please see the **Profesional member dashboard** for upload links and details.

NOTE: At this time, we only accept ads for the weekly events newsletter. The weekly news and updates newsletter accepts both ads and article content.



Promote your business in Flackery!

Business owners need dynamic platforms that give them a way to connect to a broad audience.

Flackery is The Business Guild's quarterly digital business magazine that features articles by and about guild members, articles of interest to small business owners, and provides an affordable platform for member businesses to advertise to other businesses.

(**FREE** is budget-friendly, right?)

As a digital publication, we can embed videos, web links, and coupon codes in articles and ads. And unlike the competition, our publication offers micro-business owners the opportunity to show their industry expertise by contributing content.

If you're tired of writing blog posts that go nowhere, check out Flackery and see how professional business owners promote their expertise.

flackerymag.com

Thank You for joini



ng our community!



**Success is the sum of small efforts
- repeated day in and day out.
Robert Collier**

