

# RELATIONSHIP MARKETING CENTER



**Everything you need for  
effective relationship marketing!**

## MEMBER HANDBOOK

**Presented by Glenn K. Garnes, Connector**

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## **The Relationship Marketing Center**

The Relationship Marketing Center welcomes you to one of the most unique business affinity groups you'll find anywhere. This member handbook will provide detailed information on each element included in your member benefits with a brief description on how to utilize the elements for maximum impact.

Please feel free to share the handbook with others who may be considering membership with the RMC. We are looking for a specific type of business professional. The best way to know if we are a fit for others is to let them see what we do, and how it can benefit them.

## **Organizational Philosophy**

The RMC is founded on principles that enhance human interaction and effectiveness. We believe business should be built on a firm foundation of relationships with other business professionals and customers. We believe in celebrating the relationships in our lives by making them the focus and priority over simply "making a sale."

People do business with people they know, like, and trust, and we help you focus on letting people get to know you before they get to know your business. In this way, there is heightened confidence and loyalty when people do decide to do business with you or recommend you to others.

## **Membership Benefits**

### **RMC Online Community**

Our online community is a social network designed to make it convenient for us to deliver training and resources to our members, and to allow our members to communicate with each other. This is a full-featured social network including:

- Detailed profiles that allow members to get to know each other
- Private and instant messaging within the community
- Forum discussions area to share and exchange ideas and feedback
- Comprehensive learning center featuring ongoing training and resources

Our educational content is delivered through the RMC Learning Center, described below.

### **RMC Learning Center**

My experience with business networking events and organizations had led me to believe that the vast majority of business professionals receive no formal training when it comes to maximizing their potential for success in building business relationships. Typically, they join good organizations, but they do nothing to educate themselves on how to get the most

out of those organizations. We have addressed this concern with the creation of the RMC Learning Center.

The RMC Learning Center is the place to go for training and information related to any aspect of relationship marketing. We provide training on traditional business networking, referral and relationship marketing, social media marketing, customer relationships, and more. Our learning center includes articles, video and audio training for your convenience. We also offer live Webinars and workshops periodically. Members may attend the live webinars or watch the recorded version from the RMC Learning Center.

As an RMC member you also have the ability to offer fellow members discounts on your products and services, as a way to generate business and reward members of RMC.

## **Blog**

Relationship building is more productive when you have a way to communicate something other than a sales message to your customers and prospects. A blog is the perfect way to do that. Your blog can be used to share anything you like with your visitors, but we recommend that you focus on news and/or information that has value whether or not the visitors buy anything from you. When used in conjunction with our Audio Pocket Guides program, your blog can be one of the most potent relationship building tools in your RMC toolkit.

## **Audio Pocket Guides**

Smart professionals know that providing useful information to their customers, their referral sources, and their prospects is the fastest way to attract them and keep their attention and loyalty. But smart professionals are also busy professionals. We understand that which is why we created our Audio Pocket Guides program.

## **Video Sales Page**

Multi-media presentations are one of the most powerful tools for introducing yourself and your products on the Internet. Technology has also made it extremely simple and cost effective to produce them. As a member of the RMC we provide you with a video sales page which is perfect for you to feature your promotional videos. We even show you how to create them and get them posted for best results.

## **Consumers Win**

Consumers Win is a special social network designed to connect local merchants with consumers in their communities who like to shop for discounts. The program helps local merchants keep local residents shopping where they live and recaptures business you are losing to the Internet.

As an RMC member you participate in the Consumers Win program free of charge. That entitles you to a comprehensive online profile in the CW social network. Your profile is searchable by visitors who can look for you based on industry, location, level of discount you offer, and other criteria you set.

As a member of RMC you also receive 100 free consumer memberships to the Consumers Win program. These memberships are perfect gifts to your clients and customers. The CW membership will save the typical consumer an average of \$300-\$500 per year. So, when you give them out as a gift to your customers you will immediately be a star. Also, as a participant in CW yourself, giving out the membership is the perfect way for you to adopt your own customer rewards program without spending a fortune.

Your RMC membership also entitles you to purchase additional CW memberships for just \$1.00 per membership, which means you can give out a virtually unlimited number of them to your customers.

## **Optimum Health Club**

Optimum Health Club is a social network that connects wellness professionals with people interested in health and wellness. This community is part of your RMC membership only if you are a wellness professional. Like the Consumers Win community, we have created OHC to connect you with wellness-minded information. The community features complete profiles for both wellness professionals and wellness members, a learning center where you can upload educational articles for the community to share, and plenty of places to interact and engage each other in conversation about wellness.

Anyone can join OHC as a member, but products and services may only be promoted by our paid wellness professionals.

## **Personal Coaching**

While our resources are designed to give business owners what they need to better market themselves, from time to time it helps to have personal coaching on your individual circumstances. We don't want you to hesitate to get that coaching because of cost so we make coaching available to RMC members at a discounted rate of just \$100 per hour. That saves you \$280 per hour on those occasions that you might need personalized attention. Compare that to what other business coaches offer and I'm sure you'll see the value.

## **Seminars from the RMC Learning Center**

Below is a summary of the curriculum. New topics are added on a continuous basis.

### ***The Ultimate Marketing Plan Workshop***

Anything worth doing starts with an effective plan and your marketing is no exception. In this module I will teach you a simple method for developing an effective marketing plan, and then show you how to implement it with special emphasis on relationship marketing, networking, and customer service principles that keep your customers coming back and bringing their friends with them.

Emphasis in this module is placed on adopting and implementing marketing strategies, practices, and methods for business owners and professionals on a budget. That includes all of the tools covered in our social media module and the module on generating business through referrals.

#### **Summary Syllabus:**

- Your marketing plan is your roadmap to success
- Elements of your marketing plan
- The #1 consideration in drafting your business description
- Identifying your marketing objectives – What do you want your marketing to do?
- Identifying your target market with precision – Laser focus beats the shotgun
- Analyzing competition and determining your marketing advantages
- Distinguishing features versus benefits
- Establishing your budget
- Identifying the right compliment of marketing tools and activities

### ***"A" is for Attitude***

Success in anything depends not only on what we do but also the attitude we bring to the activity. This module sets the stage for effective relationship marketing by focusing on attitude adjustment. *"A" is for Attitude* will help focus you on the spirit in which to do all things related to relationship marketing. Learn how to make your relationship marketing skills have greater impact and generate greater results by making sure you have developed the right mental attitude for interacting with the people you meet.

This module will also help you to develop the confidence to deal with people in all types of situations, not just networking environments. This module will multiply the effectiveness of everything else you do.

#### **Summary Syllabus:**

- Proper mental attitude for building relationships

- Your personal growth curve
- How to take responsibility for your success without going it alone
- Achieving your objective is just 3 simple steps away
- Four critical principles to adopt for incredible relationships
- The power of trust and respect and how to earn it easily
- Mastering your business future through relationships

### *Referrals on Autopilot*

Unlock the potential of your people network and receive a steady stream of referral business as your reward. In this module you will learn how to create, nurture, and strengthen your business network, and how to leverage it as a resource for referrals and other benefits. I'll share with you the critical philosophies that underlie the right activities, and through that combination of knowledge and activity you will have invested in the most powerful marketing tool you will ever have. Other topics included in this module are the proper use of technology tools to create time savings without losing the personal touch.

#### **Summary Syllabus:**

- The undisputed first rule of marketing
- What people want and how giving it to them will create rabid, loyal referral sources
- Three critical factors in relationship marketing success
- Developing a "SYSTEM" and why it's important
- 3 powerful technologies that build relationships without losing the personal touch
- 7 action items for generating a steady stream of referrals
- "Eventless" Networking – It's not where you do it, but what you do!
- How to become a people magnet when you network
- The fortune in the follow up – participating effectively in a one-on-one meeting

### *Unleashing the Power of Social Media Marketing*

I've always had a love for technology and I keep myself on the cutting edge of new developments in the technology world. In this module I will share with you how to turn toys into tools in social networking environments. I'll help you see the opportunities in social media marketing and avoid the pitfalls that can sink you before you get started. Coverage will be given to a variety of social media tools, and making them work as a system to brand your business, increase awareness, and develop relationships of trust with you and your products and services.

Special attention will be devoted to demystifying the process of marketing on **Facebook, LinkedIn, Twitter, blogs, social bookmarking** sites and other social networks. We will even cover iTunes as an effective marketing tool!

## Summary Syllabus:

- Why social media marketing should matter to you
- The elements of social media from the business owner's perspective
- How social media influences customer buying choices and habits
- Why you must be part of the discussion
- How you can be part of the discussion
- How to influence buying decisions without advertising
- How to reduce advertising costs
- How to gain valuable intelligence on your market and on your products
- The art of listening to the buzz and acting on what you hear
- Turning the "toys" into "tools" (a tour of all the important tools and communities)
- Enhancing your entire company through social media

## *Let's Not Be Partners!*

The connections you make will eventually generate potential partnering opportunities. In this module, based on my CD and workbook series by the same title, I will share with you everything you need to know **BEFORE** entering into partnerships with your networking connections. I'll explore the pros and cons of partnerships, how to conduct your "due diligence," how to assess your needs, how to document your arrangement, and how to develop mutually agreeable exit strategies if things do not go as you plan. I will also cover ways to accomplish your goals through other types of alliances without the formality of a full blown partnership.

## Summary Syllabus:

- The origin of most partnership disputes
- Assessing the need and desirability of partners
- Methods for evaluating your partners for a perfect fit
- Setting expectations for each partner's role – creating consequences when they are not met
- Alternatives to jumping in head first
- The critical elements of your due diligence process
- Planning the relationship for maximum success
- Documenting the details in writing – properly!
- The importance of communication and decision-making process
- When things go bad and circumstances change – the importance of an exit strategy

Other seminar topics are developed based on feedback from RMC members. This allows us to provide what you want rather than just what we think you need.

## About Glenn K. Garnes

Glenn K. Garnes is a retired trial attorney who built his law practice exclusively on referrals. He learned from other lawyers who had been trained in traditional relationship marketing and business networking principles.

After retiring from the practice of law at the age of 40, Glenn set out to share his skills with other business professionals by teaching the things he had learned. Over the years, Glenn has been actively involved in local business organizations including chambers of commerce, business referral groups, trade associations, and the like. He lectures regularly to business and trade groups and is highly sought after as a presenter.

Glenn has over 20 years of experience with traditional relationship marketing and marketing through technologies including Internet resources. He knows and teaches how to use just the right amount of technology without losing the personal touch. Glenn operates several niche social networks designed to allow business professionals and consumers to congregate and build productive relationships. Through his social networks, training workshops, and other resources Glenn has developed, he now helps business professionals reach their full potential through the proper deployment of relationship marketing philosophies and methods.

If you have questions or if you require more information about the Relationship Marketing Center please contact us directly:

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Very truly yours,

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